CONTINUING AUDIT

OF

MARQUEE VALUES

Autumn 1947

Number 31

AUDIENCE RESEARCH, INC.
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CONTINUING AUDIT OF MARQUEE VALUES

This report shows *a screen player's power to sell tickets at the box-office,* as measured by ARI's Continuing Audit of Marquee Values. The Audit does not measure talent, except as talent persuades movie-goers to spend money to see a particular personality. The Audit reports the percentage of movie-goers interviewed in a nation-wide cross-section* survey who say that the name of a particular player on the front of a theatre would make them want to buy a ticket.

Once a year our reports of marquee values in the total national audience are supplemented by a report on screen player marquee values in the principal audience groups; namely, males, females, movie-goers at various age levels, upper and lower income movie-goers, movie-goers divided by the frequency of their attendance at motion pictures, and by size of community--in other words, a description of the general population characteristics of a player's following. This information can be of great value in casting.

Other sources of information about marquee values are available, and they are useful up to a point. The boxoffice is, of course, an indication, but the boxoffice results cannot reveal how much of a picture's performance was due to the player in question and how much to other players; how much to story, to direction, and so on. Polls based on exhibitors' reports can supply information--but exhibitors' opinions are at best an indirect and incomplete way of determining movie-goers' opinions. The weakness of both these sources as accurate guides to a player's drawing power are eliminated in ARI's Audit which measures among a group representative of the nation's *motion picture theatre patrons,* the number who say the player's name (without regard to title, story, other players, producer, director) on the marquee would make them want to buy a ticket.

We believe the Continuing Audit is the most realistic source of information available today on screen personality values.

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*ARI's cross-section is actually a miniature of the national movie audience. Men and women, young and old, rich and poor, living in cities and towns of different sizes and in all parts of the country are interviewed, and the number *interviewed in each group is determined by the number of tickets that group accounts for at the boxoffices of the nation.*

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (Autumn 1947)	REGULAR AUDIT (Summer 1947)	DIFFERENCE
BERGMAN, Ingrid	50	53	-3
ALLYSON, June	38	(34, Winter 1946)*	+4
COLBERT, Claudette	38	36	+2
HAYWORTH, Rita	38	36	+2
STANWYCK, Barbara	38	36	+2
DAVIS, Bette	37	37	-
HUTTON, Betty	37	36	+1
GARSON, Greer	36	38	-2
JONES, Jennifer	36	37	-1
GRABLE, Betty	35	33	+2
TURNER, Lana	35	37	-2
SHERIDAN, Ann	34	29	+5
TIERNEY, Gene	32	33	-1
DeHAVILLAND, Olivia	31	29	+2
ROGERS, Ginger	31	32	-1
CRAWFORD, Joan	29	26	+3
FONTAINE, Joan	26	26	-
RUSSELL, Rosalind	25	25	-
YOUNG, Loretta	25	26	-1
HAYWARD, Susan	24	19	+5
O'BRIEN, Margaret	24	27	-3
TEMPLE, Shirley	24	24	-
BALL, Lucille	23	(20, Winter 1946)*	+3
DUNNE, Irene	22	20	+2

*Not measured in Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (Autumn 1947)	REGULAR AUDIT (Summer 1947)	DIFFERENCE
SCOTT, Lizabeth	22	20	+2
DAY, Laraine	21	21	-
DURBIN, Deanna	21	23	-2
WRIGHT, Teresa	19	15	+4
ANDREWS SISTERS	18	*	-
DAVIS, Joan	18	(18, Spring* 1947)	-
PETERS, Susan	18	(7, Winter* 1944)	+11
BENNETT, Joan	17	15	+2
LOY, Myrna	17	(12, Spring* 1947)	+5
SMITH, Alexis	17	(4, Spring* 1945)	+13
LAKE, Veronica	16	15	+1
BARRYMORE, Ethel	15	12	+3
MAYO, Virginia	14	12	+2
KEYES, Evelyn	13	12	+1
BLAIR, Janet	12	10	+2
DE CARLO, Yvonne	11	10	+1
LANGFORD, Frances	11	(8, Spring* 1946)	+3
MAIN, Marjorie	11	10	+1
OBERON, Merle	11	11	-
RAINES, Ella	11	9	+2
GARDNER, Ava	10	7	+3
GOLDWYN GIRLS	7	*	-
PALMER, Lilli	7	*	-
TODD, Ann	6	(4, Autumn* 1946)	+2

*Not measured in Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (Autumn 1947)	REGULAR AUDIT (Summer 1947)	DIFFERENCE
BLYTH, Ann	5	(4, Winter 1946)*	+1
DREW, Ellen	5	5	-
GREER, Jane	5	4	+1
CARTER, Janis	4	3	+1
CHAPMAN, Marguerite	4	3	+1
HALE, Barbara	4	5	-1
WARRICK, Ruth	4	(1, Winter 1945)*	+3
DINNING SISTERS	3	*	-
HASSO, Signe	3	(4, Spring 1947)*	-1
O'DONNELL, Cathy	3	(2, Spring 1947)*	+1
BEL GEDDES, Barbara	2	1	+1
BROOKS, Hazel	2	*	-
FOCH, Nina	2	(2, Spring 1947)*	-
GRAHAME, Gloria	2	*	-
VALLI	2	*	-

*Not measured in Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (Autumn 1947)	REGULAR AUDIT (Summer 1947)	DIFFERENCE
CROSBY, Bing	54	56	-2
LADD, Alan	50	52	-2
PECK, Gregory	50	49	+1
BOGART, Humphrey	49	50	-1
COOPER, Gary	48	47	+1
GRANT, Cary	46	46	-
HOPE, Bob	45	45	-
TRACY, Spencer	44	43	+1
POWER, Tyrone	41	42	-1
ANDREWS, Dana	40	35	+5
GABLE, Clark	40	38	+2
GARFIELD, John	39	36	+3
COTTEN, Joseph	38	39	-1
STEWART, James	37	35	+2
MILLAND, Ray	36	37	-1
PIDGEON, Walter	35	36	-1
FORD, Glenn	34	32	+2
CAGNEY, James	33	34	-1
MITCHUM, Robert	33	29	+4
FLYNN, Errol	32	(31, Winter 1946)	+1
KAYE, Danny	32	32	-
BENDIX, William	31	28	+3
JOHNSON, Van	31	(33, Spring 1947)	-2
MacMURRAY, Fred	31	30	+1

*Not measured in Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (Autumn 1947)	REGULAR AUDIT (Summer 1947)	DIFFERENCE
PARKS, Larry	29	22	+7
WAYNE, John	29	29	-
WILDE, Cornel	29	(30, Spring 1947)	-1
HAYMES, Dick	27	(25, Spring 1947)	+2
ROBINSON, Edward G.	27	25	+2
FONDA, Henry	26	23	+3
YOUNG, Robert	26	26	-
FITZGERALD, Barry	25	21	+4
COLMAN, Ronald	24	20	+4
HEFLIN, Van	24	19	+5
O'BRIEN, Pat	24	(24, Spring 1947)	-
PAYNE, John	24	(23, Spring 1947)	+1
MADISON, Guy	23	24	-1
SINATRA, Frank	23	23	-
POWELL, Dick	22	24	-2
SCOTT, Randolph	22	20	+2
MARCH, Fredric	21	19	+2
MONTGOMERY, Robert	21	19	+2
CARMICHAEL, Hoagy	19	17	+2
FAIRBANKS, Douglas, Jr.	19	17	+2
MASON, James	19	(10, Winter 1946)	+9
HENREID, Paul	18	(18, Autumn 1946)	-
POWELL, William	18	14	+4
DRAKE, Tom	17	(17, Spring 1947)	-

*Not measured in Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (Autumn 1947)	REGULAR AUDIT (Summer 1947)	DIFFERENCE
BOYER, Charles	16	16	-
MARX BROTHERS	16	*	-
WELLES, Orson	16	17	-1
BRENT, George	15	14	+1
GOODMAN, Benny	15	*	-
O'CONNOR, Donald	15	14	+1
ROGERS, Roy	15	16	-1
AUTRY, Gene	13	13	-
McCREA, Joel	13	13	-
TONE, Franchot	13	11	+2
KARLOFF, Boris	12	(15, Winter 1946)*	-3
LANCASTER, Burt	12	6	+6
LAUGHTON, Charles	12	10	+2
MARTIN, Freddy, & Orchestra	12	*	-
OLIVIER, Sir Laurence	12	(14, Spring 1947)*	-2
PRICE, Vincent	12	10	+2
DURYEA, Dan	11	8	+3
WARING, Fred, & Pennsylvanians	11	*	-
DOUGLAS, Melvyn	10	8	+2
HOLDEN, William	10	5	+5
DAY, Dennis	9	11	-2
MARTIN, Tony	9	*	--
MORGAN, Henry	9	*	-
NIVEN, David	9	(7, Spring 1947)*	+2

*Not measured in Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (Autumn 1947)	REGULAR AUDIT (Summer 1947)	DIFFERENCE
WILLIAMS, Bill	9	9	-
JARMAN, Claude, Jr.	8	*	-
BICKFORD, Charles	6	(2, Spring 1947)	+4
BOWMAN, Lee	6	4	+2
CAMERON, Rod	6	(7, Winter 1946)	-1
KINGS MEN	6	*	-
RYAN, Robert	6	2	+4
STARRETT, Charles	6	*	-
LYNN, Jeffrey	5	(9, Summer 1942)	-4
KNOX, Alexander	4	4	-
O'BRIEN, Edmond	4	2	+2
PLATT, Marc	3	2	+1
CALHERN, Louis	2	*	-
CALHOUN, Rory	2	(1, Spring 1947)	+1
COURTLAND, Jerome	2	2	-
GRANGER, Farley	2	(2, Spring 1947)	-
MILLS, John	2	1	+1
REDGRAVE, Michael	2	(2, Spring 1947)	-
GENN, Leo	1	*	-
MACREADY, George	1	(1, Spring 1947)	-
RANDELL, Ron	1	*	-
COOTE, Robert	**	*	-

*Not measured in Summer 1947

**Less than one percent.

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
ABBOTT & COSTELLO	29	Summer 1947
AHERNE, Brian	7	Winter 1946
ALBERT, Eddie	5	Spring 1947
ALDA, Robert	2	Winter 1945
ALLBRITTON, Louise	2	Summer 1947
ALLYSON, June	38	Autumn 1947
AMECHE, Don	19	Summer 1946
AMES, Leon	2	Winter 1946
ANDREWS, Dana	40	Autumn 1947
ANDREWS SISTERS	18	Autumn 1947
ARNOLD, Edward	11	Autumn 1946
ARTHUR, Jean	14	Winter 1946
ASTAIRE, Fred	18	Winter 1946
AUMONT, Jean Pierre	8	Winter 1946
AUTRY, Gene	13	Autumn 1947
AYRES, Lew	11	Winter 1946
BACALL, Lauren	23	Winter 1946
BALL, Lucille	23	Autumn 1947
BANKHEAD, Tallulah	8	Autumn 1945
BARRYMORE, Ethel	15	Autumn 1947
BARRYMORE, Lionel	19	Summer 1947
BAXTER, Anne	19	Summer 1947
BEERY, Wallace	18	Summer 1946
BEL GEDDES, Barbara	2	Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
BELITA	3	Summer 1946
BELLAMY, Ralph	3	Winter 1945
BENDIX, William	31	Autumn 1947
BENNETT, Joan	17	Autumn 1947
BENNY, Jack	16	Spring 1946
BERGEN & MC CARTHY	12	Summer 1947
BERGMAN, Ingrid	50	Autumn 1947
BESSER, Joe	1	Spring 1946
BEY, Turhan	12	Winter 1946
BICKFORD, Charles	6	Autumn 1947
BLAIR, Janet	12	Autumn 1947
BLONDELL, Joan	9	Spring 1947
BLYTH, Ann	5	Autumn 1947
BOGART, Humphrey	49	Autumn 1947
BOWMAN, Lee	6	Autumn 1947
BOYER, Charles	16	Autumn 1947
BRACKEN, Eddie	18	Spring 1947
BREMER, Lucille	3	Winter 1946
BRENT, George	15	Autumn 1947
BROOKS, Hazel	2	Autumn 1947
BROOKS, Leslie	3	Spring 1947
BRUCE, Nigel	6	Summer 1947
BUCHANAN, Edgar	1	Spring 1946
BURNETTE, Smiley	4	Spring 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
CAESAR, Sid	3	Summer 1947
CAGNEY, James	33	Autumn 1947
CALHERN, Louis	2	Autumn 1947
CALHOUN, Rory	2	Autumn 1947
CALVERT, Phyllis	2	Winter 1946
CAMERON, Rod	6	Autumn 1947
CANOVA, Judy	7	Spring 1946
CANTOR, Eddie	17	Summer 1947
CARMICHAEL, Hoagy	19	Autumn 1947
CARSON, Jack	14	Winter 1945
CARTER, Janis	4	Autumn 1947
CAULFIELD, Joan	7	Spring 1947
CHAPMAN, Marguerite	4	Autumn 1947
CHEVALIER, Maurice	2	Summer 1947
CLARK, Dane	19	Spring 1947
COBURN, Charles	7	Summer 1947
COCHRAN, Steve	2	Summer 1947
COLBERT, Claudette	38	Autumn 1947
COLMAN, Ronald	24	Autumn 1947
COLONNA, Jerry	6	Spring 1946
COMO, Perry	15	Winter 1946
CONTE, Richard	3	Summer 1946
COOPER, Gary	48	Autumn 1947
COOPER, Gladys	2	Spring 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
COOTE, Robert	**	Autumn 1947
COTTEN, Joseph	38	Autumn 1947
COURTLAND, Jerome	2	Autumn 1947
CRAIG, James	12	Winter 1945
CRAIN, Jean	24	Winter 1946
CRAWFORD, Joan	29	Autumn 1947
CRONYN, Hume	4	Spring 1947
CROSBY, Bing	54	Autumn 1947
CROSET, Paule	**	Summer 1947
CULVER, Roland	1	Summer 1947
CUMMINGS, Constance	1	Summer 1946
CUMMINGS, Robert	15	Summer 1947
DALL, John	2	Summer 1947
DARNELL, Linda	18	Autumn 1946
DAVIS, Bette	37	Autumn 1947
DAVIS, Joan	18	Autumn 1947
DAY, Dennis	9	Autumn 1947
DAY, Laraine	21	Autumn 1947
DE CARLO, Yvonne	11	Autumn 1947
DE CORDOVA, Arturo	8	Winter 1946
DE FORE, Don	10	Summer 1947
DE HAVEN, Gloria	12	Winter 1946
DE HAVILLAND, Olivia	31	Autumn 1947
DEL RIO, Dolores	2	Summer 1947

**Less Than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
DEVINE, Andy	5	Summer 1947
DICK, Douglas	2	Autumn 1946
DINNING SISTERS	3	Autumn 1947
DONAT, Robert	7	Autumn 1946
DONLEVY, Brian	10	Winter 1946
DONNELL, Jeff	2	Spring 1947
DOUGLAS, Kirk	1	Spring 1947
DOUGLAS, Melvyn	10	Autumn 1947
DRAKE, Alfred	1	Spring 1946
DRAKE, Charles	1	Summer 1946
DRAKE, Tom	17	Autumn 1947
DREW, Ellen	5	Autumn 1947
DUNNE, Irene	22	Autumn 1947
DURANTE, Jimmy	18	Winter 1946
DURBIN, Deanna	21	Autumn 1947
DURYEA, Dan	11	Autumn 1947
DVORAK, Ann	2	Spring 1947
EDDY, Nelson	15	Summer 1947
ERROL, Leon	4	Spring 1946
EYTHE, William	7	Winter 1945
FAIRBANKS, Douglas, Jr.	19	Autumn 1947
FAYE, Alice	18	Spring 1946
FIELD, Betty	6	Spring 1946
FITZGERALD, Barry	25	Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
FITZGERALD, Geraldine	5	Spring 1947
FLEMING, Rhonda	**	Autumn 1946
FLYNN, Errol	32	Autumn 1947
FOCH, Nina	2	Autumn 1947
FONDA, Henry	26	Autumn 1947
FONTAINE, Joan	26	Autumn 1947
FORD, Glenn	34	Autumn 1947
FOSTER, Susanna	10	Winter 1946
GABLE, Clark	40	Autumn 1947
GARBO, Greta	8	Summer 1946
GARDNER, Ava	10	Autumn 1947
GARFIELD, John	39	Autumn 1947
GARLAND, Judy	31	Spring 1947
GARNER, Peggy Ann	8	Spring 1946
GARSON, Greer	36	Autumn 1947
GENN, Leo	1	Autumn 1947
GISH, Lillian	3	Autumn 1945
GLEASON, James	5	Spring 1947
GODDARD, Paulette	26	Summer 1947
GOLDWYN GIRLS	7	Autumn 1947
GOODMAN, Benny	15	Autumn 1947
GORDON, Anita	1	Summer 1947
GRABLE, Betty	35	Autumn 1947
GRAHAME, Gloria	2	Autumn 1947

**Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
GRANGER, Farley	2	Autumn 1947
GRANGER, Stewart	1	Autumn 1946
GRANT, Cary	46	Autumn 1947
GRAYSON, Kathryn	19	Spring 1947
GREER, Jane	5	Autumn 1947
HALE, Barbara	4	Autumn 1947
HALEY, Jack	6	Autumn 1945
HALL, Jon	9	Winter 1946
HARDING, Ann	5	Spring 1946
HARDWICKE, Sir Cedric	5	Summer 1947
HARRISON, Rex	6	Autumn 1946
HASSO, Signe	3	Autumn 1947
HAVER, June	17	Winter 1946
HAYES, George "Gabby"	4	Spring 1946
HAYES, Peter Lind	3	Summer 1947
HAYMES, Dick	27	Autumn 1947
HAYWARD, Susan	24	Autumn 1947
HAYWORTH, Rita	38	Autumn 1947
HEFLIN, Van	24	Autumn 1947
HENIE, Sonja	19	Spring 1946
HENREID, Paul	18	Autumn 1947
HEPBURN, Katharine	19	Spring 1947
HILLER, Wendy	1	Autumn 1946
HOBSON, Valerie	2	Autumn 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
HODIAK, John	21	Autumn 1946
HOLDEN, William	10	Autumn 1947
HOPE, Bob	45	Autumn 1947
HORNE, Lena	9	Spring 1946
HUNT, Marsha	6	Winter 1946
HUSTON, Walter	8	Summer 1946
HUTTON, Betty	37	Autumn 1947
HUTTON, Robert	8	Spring 1947
IVES, Burl	6	Summer 1947
JARMAN, Claude, Jr.	8	Autumn 1947
JEFFREYS, Anne	2	Spring 1947
JERGENS, Adele	1	Autumn 1946
JOHNSON, Celia	2	Spring 1947
JOHNSON, Van	31	Autumn 1947
JOLSON, Al	8	Autumn 1946
JONES, Jennifer	36	Autumn 1947
KARLOFF, Boris	12	Autumn 1947
KAYE, Danny	32	Autumn 1947
KELLY, Gene	27	Summer 1947
KENNEDY, Edgar	4	Spring 1946
KERR, Deborah	3	Autumn 1946
KEYES, Evelyn	13	Autumn 1947
KILBRIDE, Percy	3	Summer 1947
KINGS MEN	6	Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
KNOWLES, Patric	2	Spring 1947
KNOX, Alexander	4	Autumn 1947
KORVIN, Charles	3	Spring 1947
KYSER, Kay	15	Autumn 1945
LADD, Alan	50	Autumn 1947
LAKE, Veronica	16	Autumn 1947
LAMARR, Hedy	24	Spring 1947
LAMOUR, Dorothy	26	Summer 1947
LANCASTER, Burt	12	Autumn 1947
LANDIS, Carole	11	Autumn 1946
LANGFORD, Frances	11	Autumn 1947
LANSBURY, Angela	2	Summer 1946
LAUGHTON, Charles	12	Autumn 1947
LAWFORD, Peter	12	Autumn 1946
LEIGH, Vivien	14	Summer 1946
LESLIE, Joan	15	Spring 1946
LINDSAY, Margaret	2	Summer 1947
LIVESEY, Roger	1	Autumn 1946
LOCKWOOD, Margaret	2	Autumn 1946
LODER, John	3	Winter 1945
LONG, Richard	2	Summer 1947
LOUIE, Ducky	1	Autumn 1945
LOUISE, Anita	4	Spring 1946
LOY, Myrna	17	Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
LUKAS, Paul	8	Summer 1947
LUPINO, Ida	18	Summer 1947
LYNN, Diana	12	Autumn 1946
LYNN, Jeffrey	5	Autumn 1947
MAC DONALD, Jeanette	14	Winter 1945
MAC MURRAY, Fred	31	Autumn 1947
MACREADY, George	1	Autumn 1947
MADISON, Guy	23	Autumn 1947
MAIN, Marjorie	11	Autumn 1947
MARCH, Fredric	21	Autumn 1947
MARSHAL, Alan	4	Spring 1946
MARSHALL, Herbert	12	Summer 1947
MARTIN, Freddy, & Orchestra	12	Autumn 1947
MARTIN, TONY	9	Autumn 1947
MARX BROTHERS	16	Autumn 1947
MASON, James	19	Autumn 1947
MASSEY, Raymond	10	Summer 1947
MATURE, Victor	12	Spring 1947
MAYO, Virginia	14	Autumn 1947
MC ALLISTER, Lon	7	Winter 1946
MC CREA, Joel	13	Autumn 1947
MC DOWALL, Roddy	12	Autumn 1946
MC GEE & MOLLY	15	Autumn 1945
MC GUIRE, Dorothy	23	Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
MELCHIOR, Lauritz	11	Summer 1946
MENJOU, Adolphe	4	Spring 1946
MEREDITH, Burgess	7	Summer 1947
MILLAND, Ray	36	Autumn 1947
MILLER, Ann	6	Autumn 1946
MILLS, John	2	Autumn 1947
MIRANDA, Carmen	13	Autumn 1945
MITCHUM, Robert	33	Autumn 1947
MITCHELL, Thomas	8	Summer 1946
MOFFETT, Sharyn	**	Winter 1946
MONTEZ, Maria	10	Summer 1947
MONTGOMERY, Robert	21	Autumn 1947
MORAN, Dolores	2	Summer 1947
MORGAN, Dennis	23	Summer 1946
MORGAN, Frank	10	Spring 1946
MORGAN, Henry	9	Autumn 1947
MUNI, Paul	16	Winter 1946
MURPHY, George	13	Summer 1947
NEAGLE, Anna	1	Spring 1946
NEAL, Tom	4	Spring 1946
NIVEN, David	9	Autumn 1947
OBERON, Merle	11	Autumn 1947
O'BRIEN, Edmond	4	Autumn 1947
O'BRIEN, Margaret	24	Autumn 1947

**Less than one percent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
O'BRIEN, Pat	24	Autumn 1947
O'CONNOR, Donald	15	Autumn 1947
O'DONNELL, Cathy	3	Autumn 1947
O'HARA, Maureen	24	Summer 1947
O'KEEFE, Dennis	11	Summer 1946
OLIVIER, Sir Laurence	12	Autumn 1947
PALMER, Lilli	7	Autumn 1947
PARKER, Willard	3	Spring 1947
PARKS, Larry	29	Autumn 1947
PATTEN, Luana	1	Winter 1946
PAXINOU, Katina	2	Summer 1947
PAYNE, John	24	Autumn 1947
PECK, Gregory	50	Autumn 1947
PETERS, Susan	18	Autumn 1947
PIDGEON, Walter	35	Autumn 1947
PLATT, Marc	3	Autumn 1947
PORTMAN, Eric	**	Spring 1946
POWELL, Dick	22	Autumn 1947
POWELL, Jane	9	Autumn 1946
POWELL, William	18	Autumn 1947
POWER, Tyrone	41	Autumn 1947
PRESTON, Robert	7	Summer 1947
PRICE, Vincent	12	Autumn 1947
QUINN, Anthony	3	Spring 1946

**Less than one percent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
RAFT, George	24	Summer 1947
RAINES, Ella	11	Autumn 1947
RAINS, Claude	11	Summer 1946
RANDELL, Ron	1	Autumn 1947
RATHBONE, Basil	9	Summer 1946
RAYMOND, Gene	5	Winter 1946
REAGAN, Ronald	20	Winter 1946
REDGRAVE, Michael	2	Autumn 1947
REED, Donna	8	Spring 1947
REED, Philip	2	Spring 1947
ROBINSON, Edward G.	27	Autumn 1947
ROC, Patricia	1	Autumn 1946
ROCHESTER -- Eddie Anderson	16	Autumn 1945
ROGERS, Ginger	31	Autumn 1947
ROGERS, Roy	15	Autumn 1947
ROMAY, Lina	2	Autumn 1946
ROONEY, Mickey	22	Autumn 1946
RUSSELL, Andy	7	Summer 1946
RUSSELL, Jane	17	Spring 1947
RUSSELL, Rosalind	25	Autumn 1947
RYAN, Robert	6	Autumn 1947
SANDERS, George	15	Summer 1947
SCOTT, Lizabeth	22	Autumn 1947
SCOTT, Martha	7	Autumn 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
SCOTT, Randolph	22	Autumn 1947
SCOTT, Zachary	9	Summer 1946
SHERIDAN, Ann	34	Autumn 1947
SHIRLEY, Anne	7	Spring 1946
SHORE, Dinah	17	Summer 1947
SIDNEY, Sylvia	10	Winter 1946
SILVERS, Phil	9	Winter 1945
SIMMONS, Jean	1	Autumn 1946
SINATRA, Frank	23	Autumn 1947
SKELTON, Red	32	Spring 1947
SLEZAK, Walter	4	Spring 1947
SMITH, Alexis	17	Autumn 1947
SMITH, Kent	4	Summer 1947
SOTHERN, Ann	18	Summer 1947
STACK, Robert	3	Spring 1947
STAFFORD, Jo	5	Summer 1946
STANWYCK, Barbara	38	Autumn 1947
STARRETT, Charles	6	Autumn 1947
STEELE, Freddie	2	Winter 1945
STEVENS, Mark	13	Spring 1947
STEWART, James	37	Autumn 1947
STONE, Lewis	6	Autumn 1946
STORM, Gale	4	Summer 1946
SULLIVAN, Barry	5	Winter 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
TAMIROFF, Akim	6	Spring 1947
TAYLOR, Elizabeth	12	Winter 1946
TAYLOR, Robert	28	Summer 1947
TEMPLE, Shirley	24	Autumn 1947
TERRY, Phillip	3	Spring 1946
TETZEL, Joan	1	Summer 1946
TIERNEY, Gene	32	Autumn 1947
TIERNEY, Lawrence	4	Summer 1947
TODD, Ann	6	Autumn 1947
TONE, Franchot	13	Autumn 1947
TOTTER, Audrey	1	Autumn 1946
TRACY, Spencer	44	Autumn 1947
TRAVERS, Henry	1	Spring 1947
TREVOR, Claire	7	Spring 1947
TUFTS, Sonny	23	Winter 1946
TURNER, Lana	35	Autumn 1947
TYLER, Beverly	4	Autumn 1946
VALLI	2	Autumn 1947
VERA-ELLEN	8	Summer 1947
WALKER, Robert	28	Summer 1947
WARING, Fred, & Pennsylvanians	11	Autumn 1947
WARRICK, Ruth	4	Autumn 1947
WAYNE, John	29	Autumn 1947
WELLES, Orson	16	Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
WILDE, Cornel	29	Autumn 1947
WILLIAMS, Bill	9	Autumn 1947
WILLIAMS, Esther	31	Spring 1947
WINNINGER, Charles	3	Summer 1947
WOOLLEY, Monty	17	Summer 1947
WRIGHT, Teresa	19	Autumn 1947
WYMAN, Jane	19	Summer 1947
WYNN, Keenan	11	Summer 1946
YOUNG, Loretta	25	Autumn 1947
YOUNG, Robert	26	Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

UPPER PRICE AUDIT

The group upon which the Upper Price Audit is based constitutes the following: Movie-goers in the New York City area who spend on the average of 65 cents or more for their tickets, plus movie-goers in other cities over 500,000 in population who on the average spend 60 cents or more, plus those in cities of 100,000 to 500,000 who on the average pay 55 cents or more, plus those in cities and towns under 100,000 who on the average pay 50 cents or more. This group *as a whole* pays an *average* price of 70 cents per ticket, and the dollars they spend on motion pictures amounts to about 60 per cent of the total motion picture gross at the box office.

The average price per ticket paid by those movie-goers not included in the Upper Price Audit is about 42 cents. These people account for about 40 cents out of each dollar spent at the box office.

It is well to point out that the Upper Price Audit inevitably shows up some characteristics of a star's following other than price paid alone. For example, we find that movie-goers in the 12 through 17 age group pay somewhat less on the average than is true of older movie-goers, which means that the Upper Price Audit consists of movie-goers who on the average are older than people in the total audience. This in turn means that stars who are particularly strong among younger movie-goers are likely to be lower in the Upper Price Audit than in the regular Audit. Correspondingly, stars who are particularly strong among older movie-goers are likely to be higher in the Upper Price Audit than in the regular Audit.

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (Autumn 1947)	REGULAR AUDIT (Autumn 1947)	DIFFERENCE
BERGMAN, Ingrid	53	50	+3
COLBERT, Claudette	40	38	+2
DAVIS, Bette	39	37	+2
STANWYCK, Barbara	38	38	-
GARSON, Greer	37	36	+1
JONES, Jennifer	37	36	+1
ALLYSON, June	35	38	-3
HAYWORTH, Rita	35	38	-3
TURNER, Lana	34	35	-1
SHERIDAN, Ann	33	34	-1
DE HAVILLAND, Olivia	32	31	+1
HUTTON, Betty	32	37	-5
TIERNEY, Gene	32	32	-
CRAWFORD, Joan	30	29	+1
GRABLE, Betty	30	35	-5
ROGERS, Ginger	29	31	-2
FONTAINE, Joan	27	26	+1
RUSSELL, Rosalind	27	25	+2
YOUNG, Loretta	25	25	-
DUNNE, Irene	24	22	+2
HAYWARD, Susan	24	24	-
O'BRIEN, Margaret	22	24	-2
BALL, Lucille	21	23	-2
DAY, Laraine	21	21	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (Autumn 1947)	REGULAR AUDIT (Autumn 1947)	DIFFERENCE
SCOTT, Lizabeth	21	22	-1
DURBIN, Deanna	20	21	-1
TEMPLE, Shirley	19	24	-5
WRIGHT, Teresa	19	19	-
BARRYMORE, Ethel	18	15	+3
LOY, Myrna	18	17	+1
BENNETT, Joan	16	17	-1
DAVIS, Joan	16	18	-2
PETERS, Susan	16	18	-2
ANDREWS SISTERS	15	18	-3
SMITH, Alexis	15	17	-2
KEYES, Evelyn	13	13	-
LAKE, Veronica	13	16	-3
MAYO, Virginia	12	14	-2
OBERON, Merle	12	11	+1
BLAIR, Janet	11	12	-1
MAIN, Marjorie	11	11	-
DE CARLO, Yvonne	10	11	-1
RAINES, Ella	10	11	-1
GARDNER, Ava	9	10	-1
LANGFORD, Frances	9	11	-2
PALMER, Lilli	7	7	-
TODD, Ann	7	6	+1
BLYTH, Ann	6	5	+1

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (Autumn 1947)	REGULAR AUDIT (Autumn 1947)	DIFFERENCE
GOLDWYN GIRLS	6	7	-1
WARRICK, Ruth	5	4	+1
CHAPMAN, Marguerite	4	4	-
DREW, Ellen	4	5	-1
GREER, Jane	4	5	-1
CARTER, Janis	3	4	-1
DINNING SISTERS	3	3	-
HALE, Barbara	3	4	-1
HASSO, Signe	3	3	-
O'DONNELL, Cathy	3	3	-
BEL GEDDES, Barbara	2	2	-
BROOKS, Hazel	2	2	-
FOCH, Nina	2	2	-
GRAHAME, Gloria	2	2	-
VALLI	1	2	-1

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (Autumn 1947)	REGULAR AUDIT (Autumn 1947)	DIFFERENCE
CROSBY, Bing	54	54	-
PECK, Gregory	51	50	+1
BOGART, Humphrey	48	49	-1
COOPER, Gary	47	48	-1
GRANT, Cary	47	46	+1
LADD, Alan	46	50	-4
TRACY, Spencer	46	44	+2
HOPE, Bob	43	45	-2
STEWART, James	40	37	+3
ANDREWS, Dana	39	40	-1
COTTEN, Joseph	39	38	+1
POWER, Tyrone	39	41	-2
GABLE, Clark	38	40	-2
GARFIELD, John	38	39	-1
PIDGEON, Walter	38	35	+3
MILLAND, Ray	37	36	+1
FORD, Glenn	35	34	+1
CAGNEY, James	32	33	-1
MAC MURRAY, Fred	32	31	+1
MITCHUM, Robert	32	33	-1
BENDIX, William	30	31	-1
KAYE, Danny	30	32	-2
FLYNN, Errol	29	32	-3
PARKS, Larry	29	29	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (Autumn 1947)	REGULAR AUDIT (Autumn 1947)	DIFFERENCE
WILDE, Cornel	28	29	-1
COLMAN, Ronald	26	24	+2
FONDA, Henry	26	26	-
JOHNSON, Van	26	31	-5
ROBINSON, Edward G.	26	27	-1
YOUNG, Robert	26	26	-
FITZGERALD, Barry	25	25	-
HEFLIN, Van	25	24	+1
HAYMES, Dick	24	27	-3
WAYNE, John	24	29	-5
MARCH, Fredric	23	21	+2
PAYNE, John	22	24	-2
SINATRA, Frank	22	23	-1
MADISON, Guy	21	23	-2
MONTGOMERY, Robert	21	21	-
O'BRIEN, Pat	21	24	-3
SCOTT, Randolph	20	22	-2
CARMICHAEL, Hoagy	19	19	-
MASON, James	19	19	-
POWELL, Dick	19	22	-3
POWELL, William	19	18	+1
FAIRBANKS, Douglas, Jr.	18	19	-1
HENREID, Paul	18	18	-
WELLES, Orson	17	16	+1

CONTINUING AUDIT OF MARQUEE VALUES

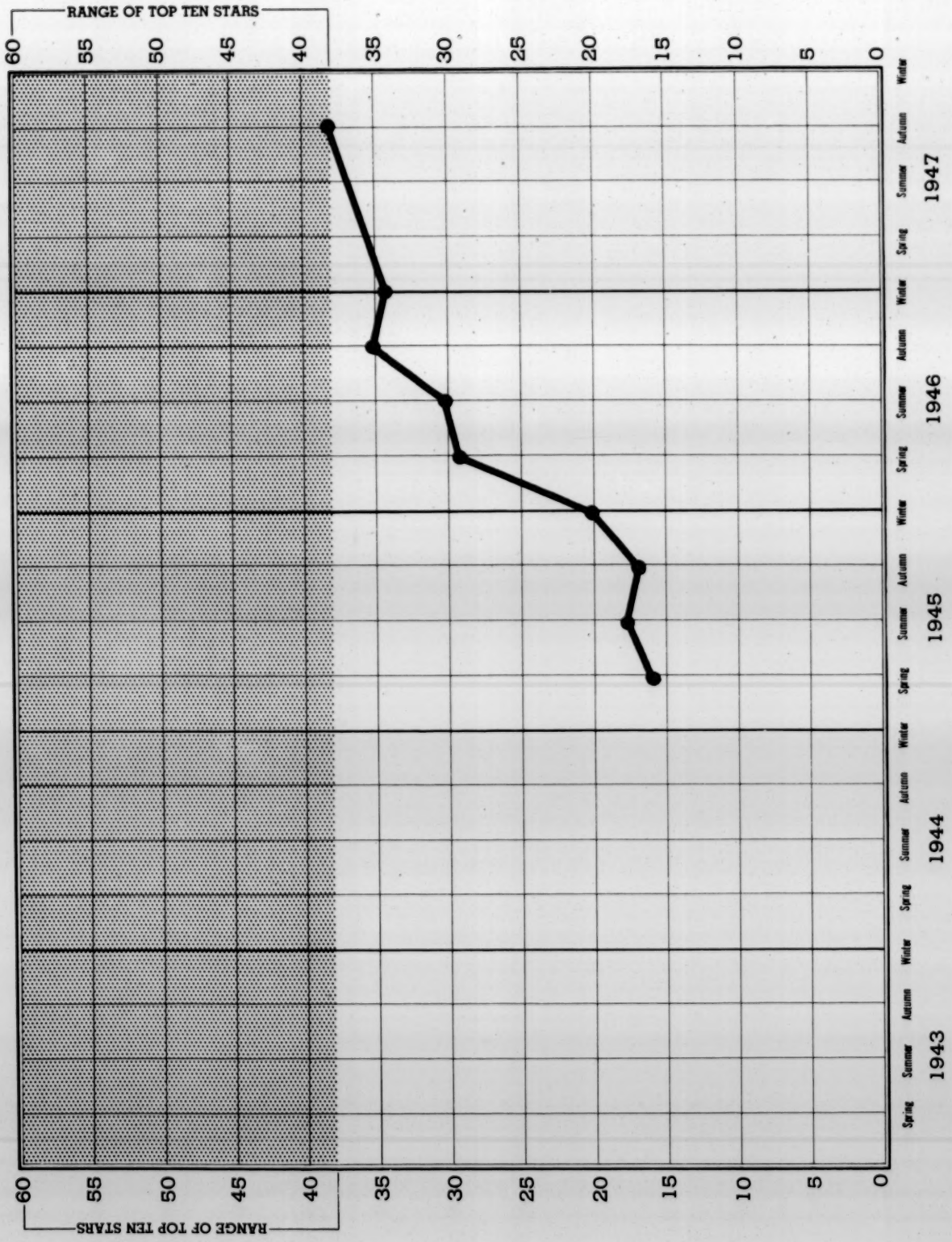
ACTORS	UPPER PRICE AUDIT (Autumn 1947)	REGULAR AUDIT (Autumn 1947)	DIFFERENCE
BOYER, Charles	16	16	-
BRENT, George	16	15	+1
DRAKE, Tom	16	17	-1
MARX BROTHERS	15	16	-1
GOODMAN, Benny	14	15	-1
LAUGHTON, Charles	14	12	+2
OLIVIER, Sir Laurence	14	12	+2
TONE, Franchot	14	13	+1
MARTIN, Freddy, & Orchestra	13	12	+1
MC CREA, Joel	13	13	-
PRICE, Vincent	13	12	+1
WARING, Fred, & Pennsylvanians	13	11	+2
LANCASTER, Burt	12	12	-
O'CONNOR, Donald	12	15	-3
NIVEN, David	11	9	+2
DOUGLAS, Melvyn	10	10	-
DURYEA, Dan	10	11	-1
KARLOFF, Boris	10	12	-2
HOLDEN, William	9	10	-1
MARTIN, Tony	9	9	-
MORGAN, Henry	9	9	-
ROGERS, Roy	9	15	-6
DAY, Dennis	8	9	-1
WILLIAMS, Bill	8	9	-1

CONTINUING AUDIT OF MARQUEE VALUES

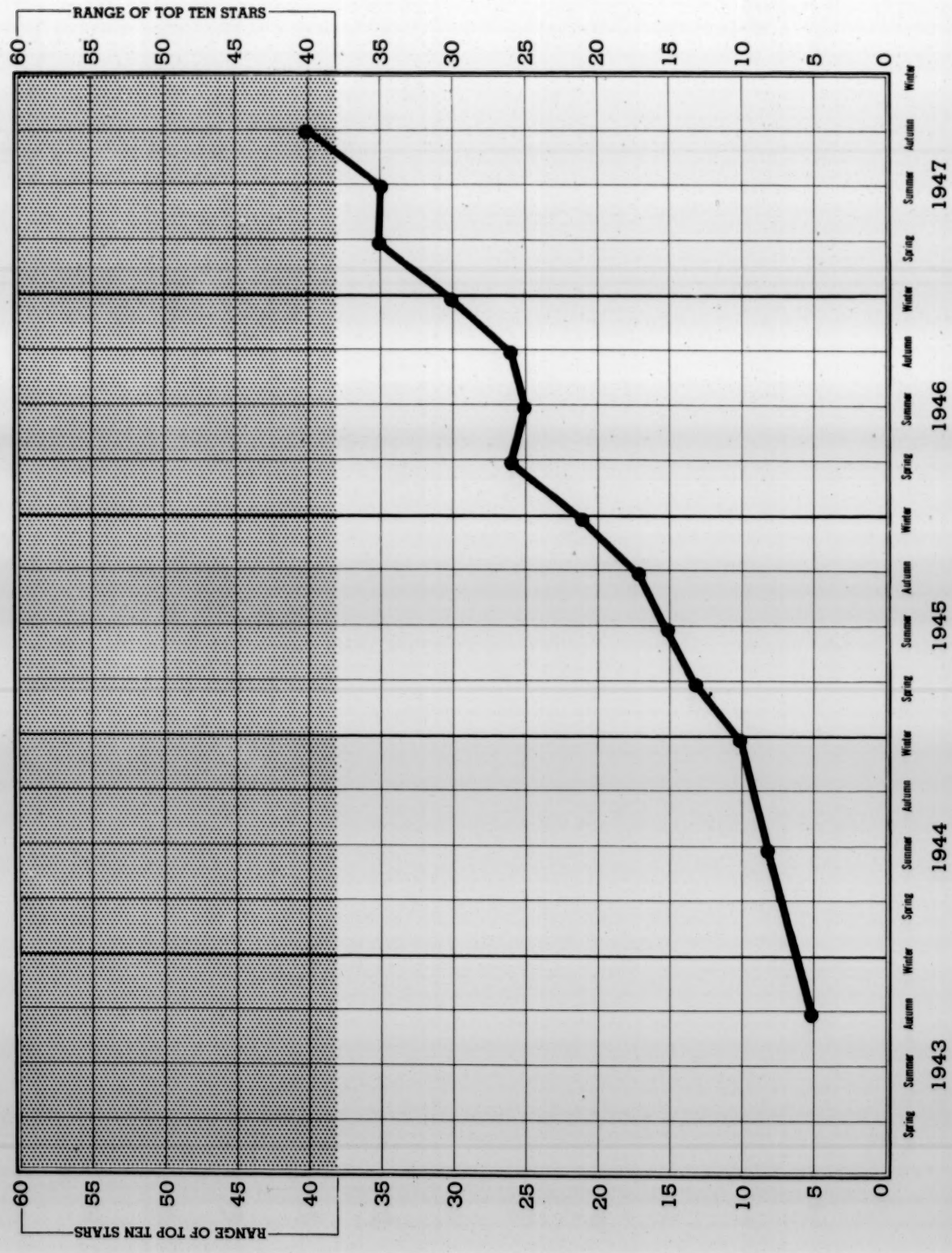
ACTORS	UPPER PRICE AUDIT (Autumn 1947)	REGULAR AUDIT (Autumn 1947)	DIFFERENCE
JARMAN, Claude, Jr.	7	8	-1
AUTRY, Gene	6	13	-7
BICKFORD, Charles	6	6	-
BOWMAN, Lee	6	6	-
RYAN, Robert	6	6	-
KINGS MEN	5	6	-1
KNOX, Alexander	5	4	+1
LYNN, Jeffrey	5	5	-
CAMERON, Rod	4	6	-2
O'BRIEN, Edmond	4	4	-
CALHERN, Louis	3	2	+1
PLATT, Marc	3	3	-
CALHOUN, Rory	2	2	-
COURTLAND, Jerome	2	2	-
GRANGER, Farley	2	2	-
MILLS, John	2	2	-
REDGRAVE, Michael	2	2	-
STARRETT, Charles	2	6	-4
GENN, Leo	1	1	-
MACREADY, George	1	1	-
RANDELL, Ron	1	1	-
COOTE, Robert	**	**	-

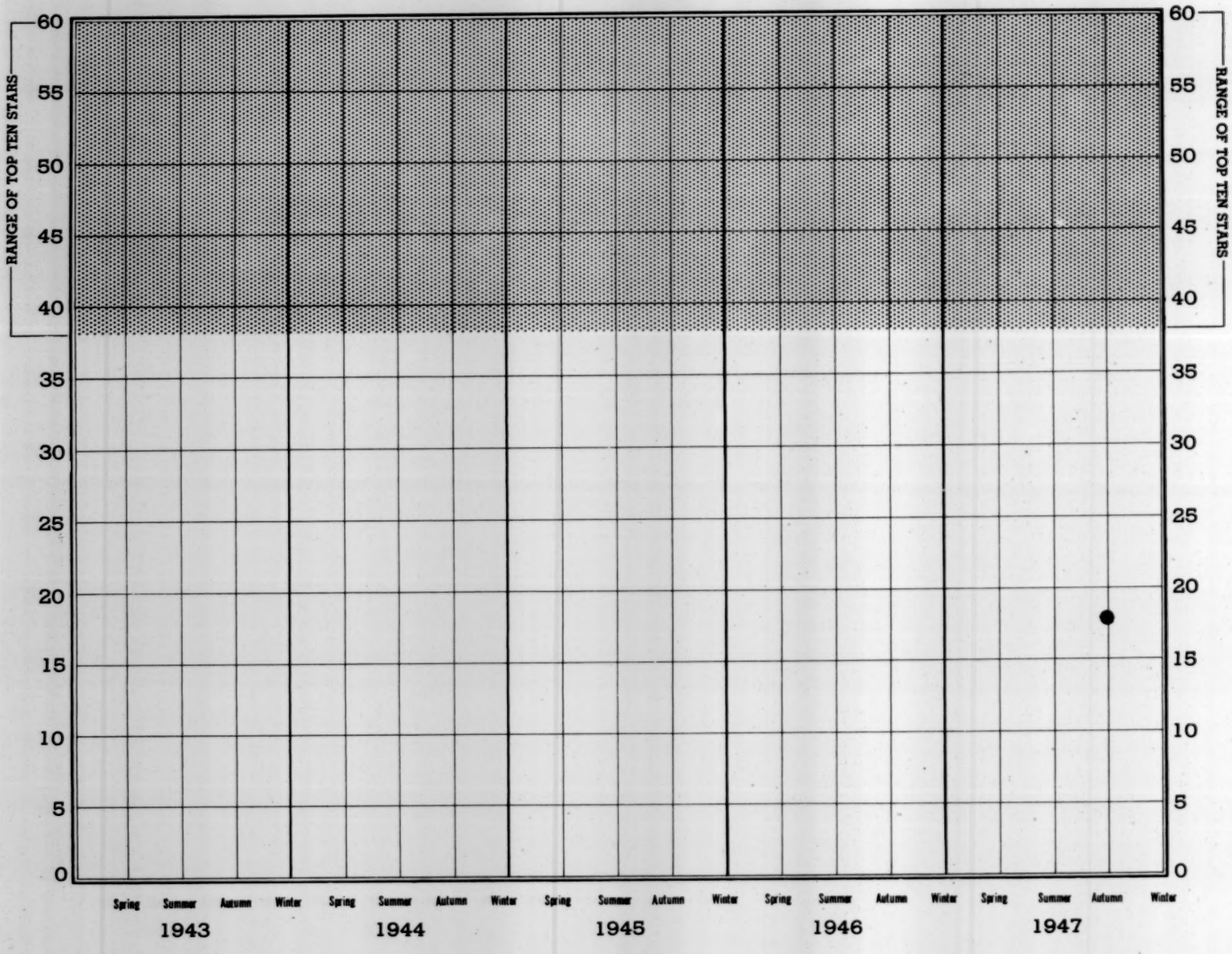
**Less than one percent

June ALLYSON

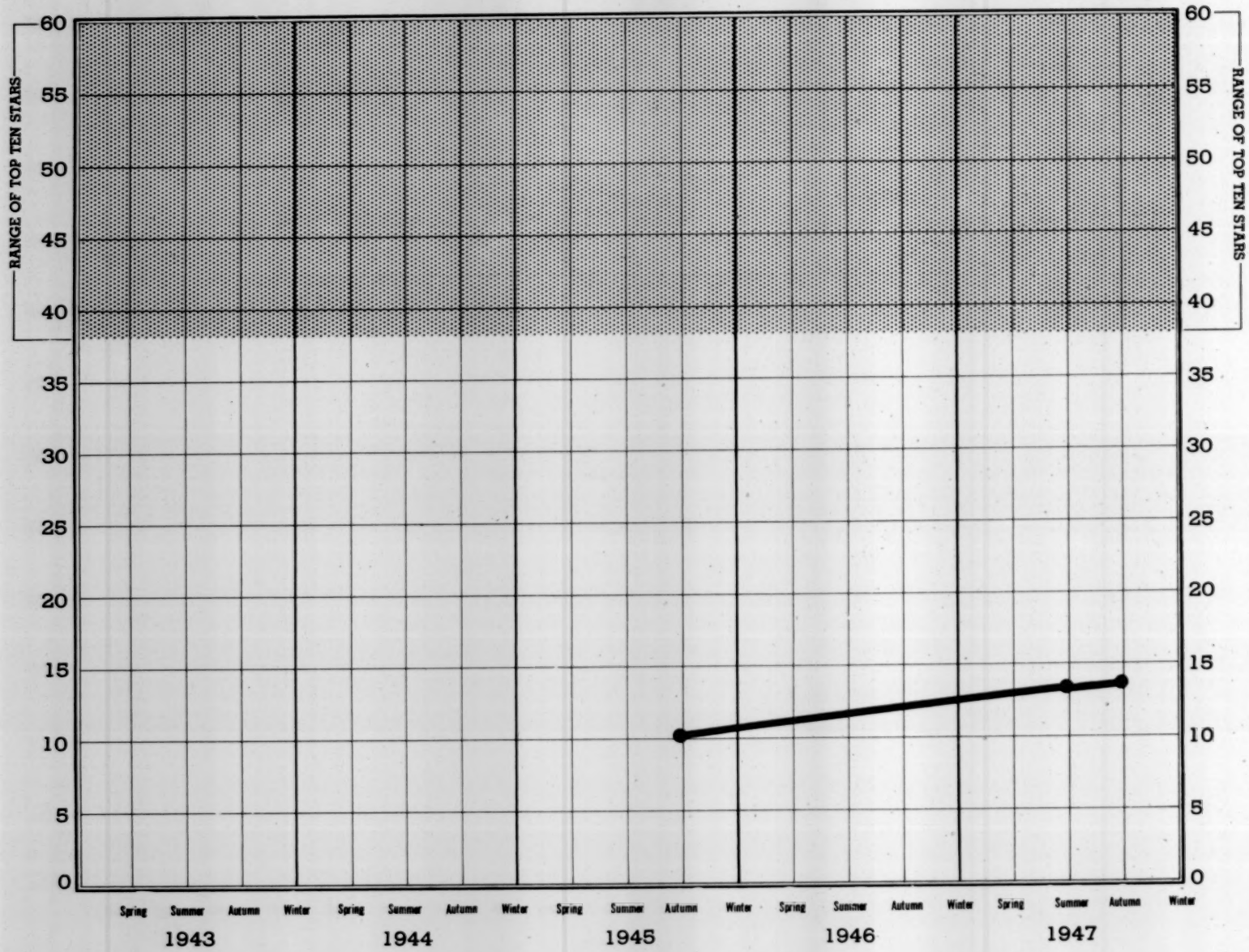


Dana **ANDREWS**





ANDREWS SISTERS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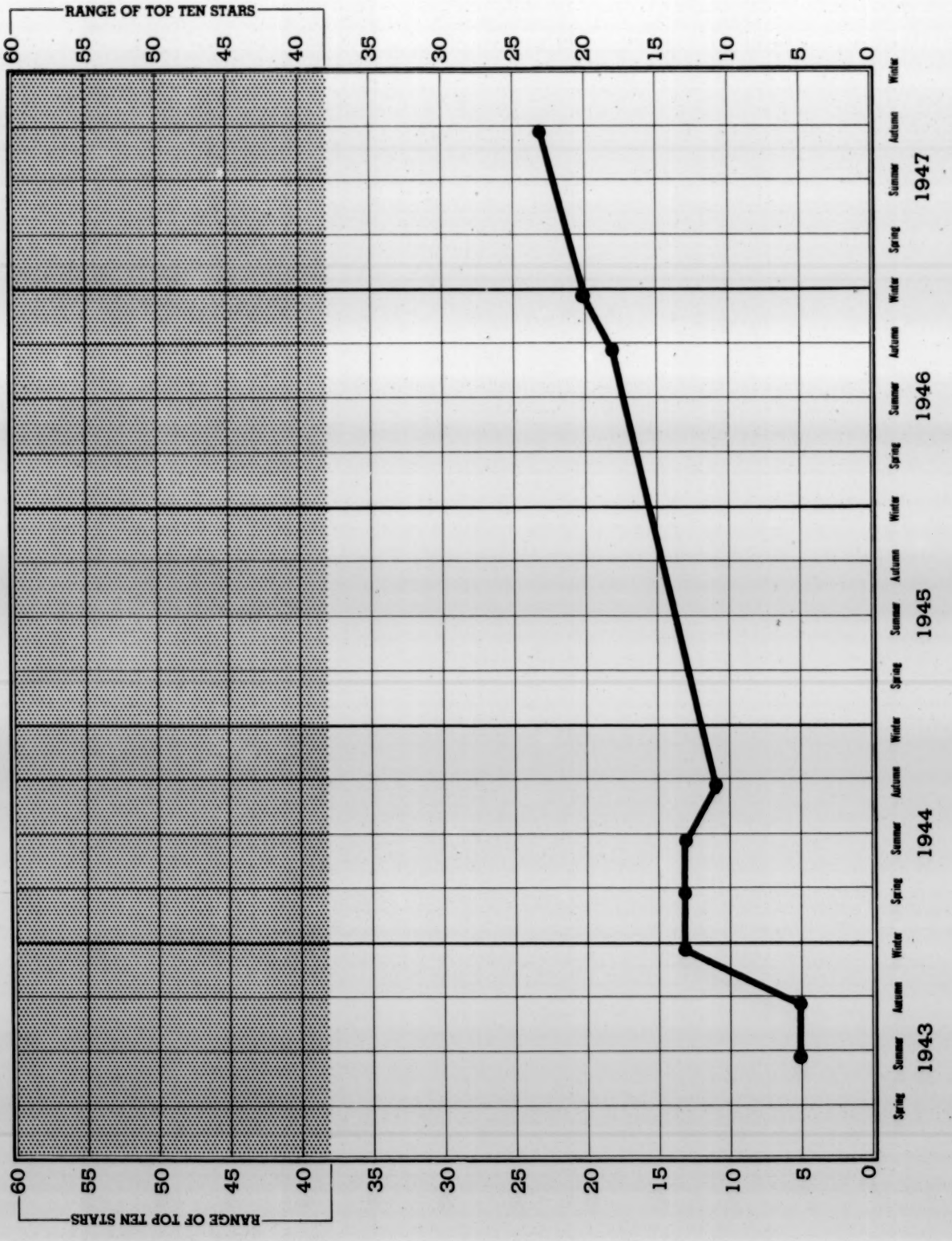
Gene AUTRY

Lucille BALL



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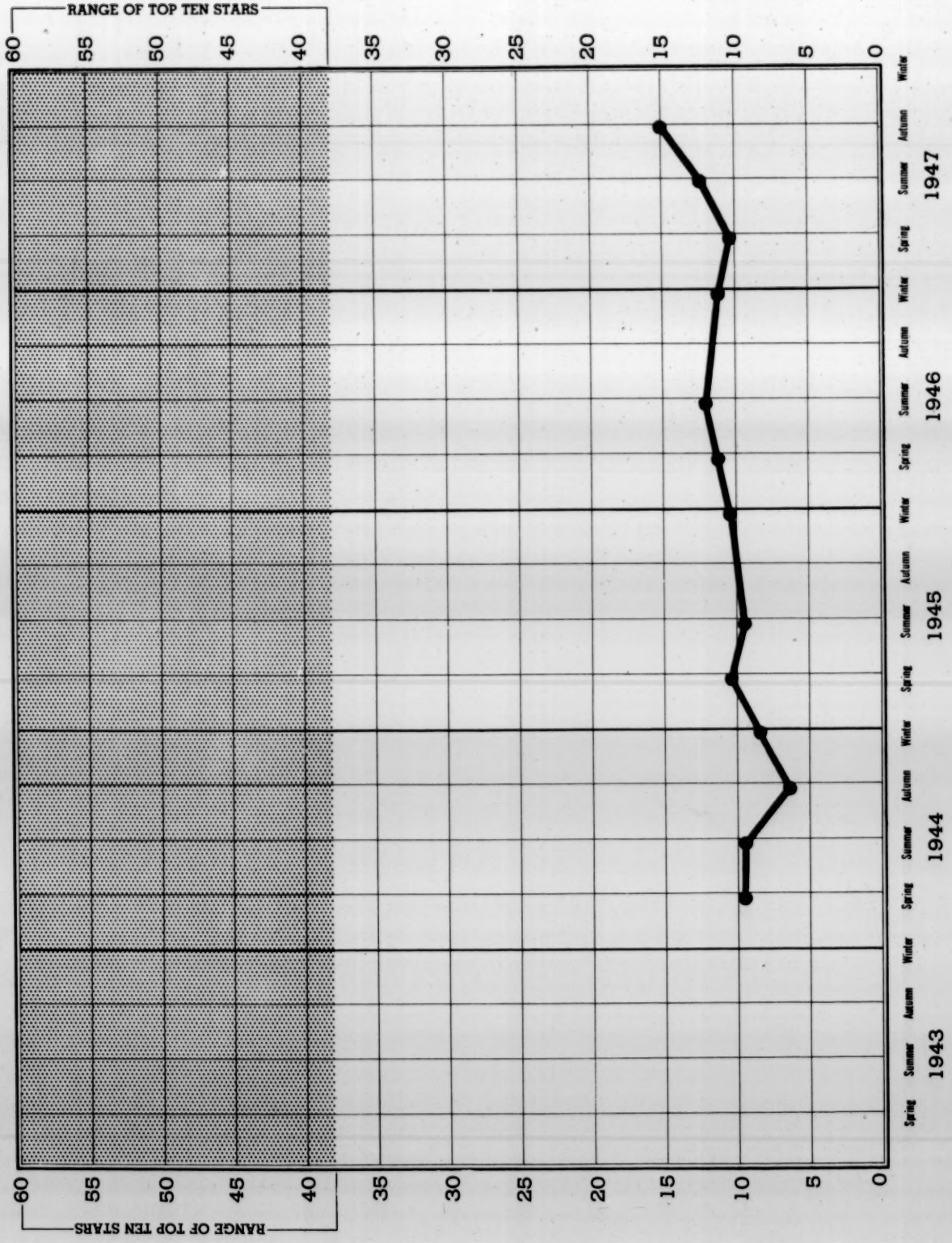
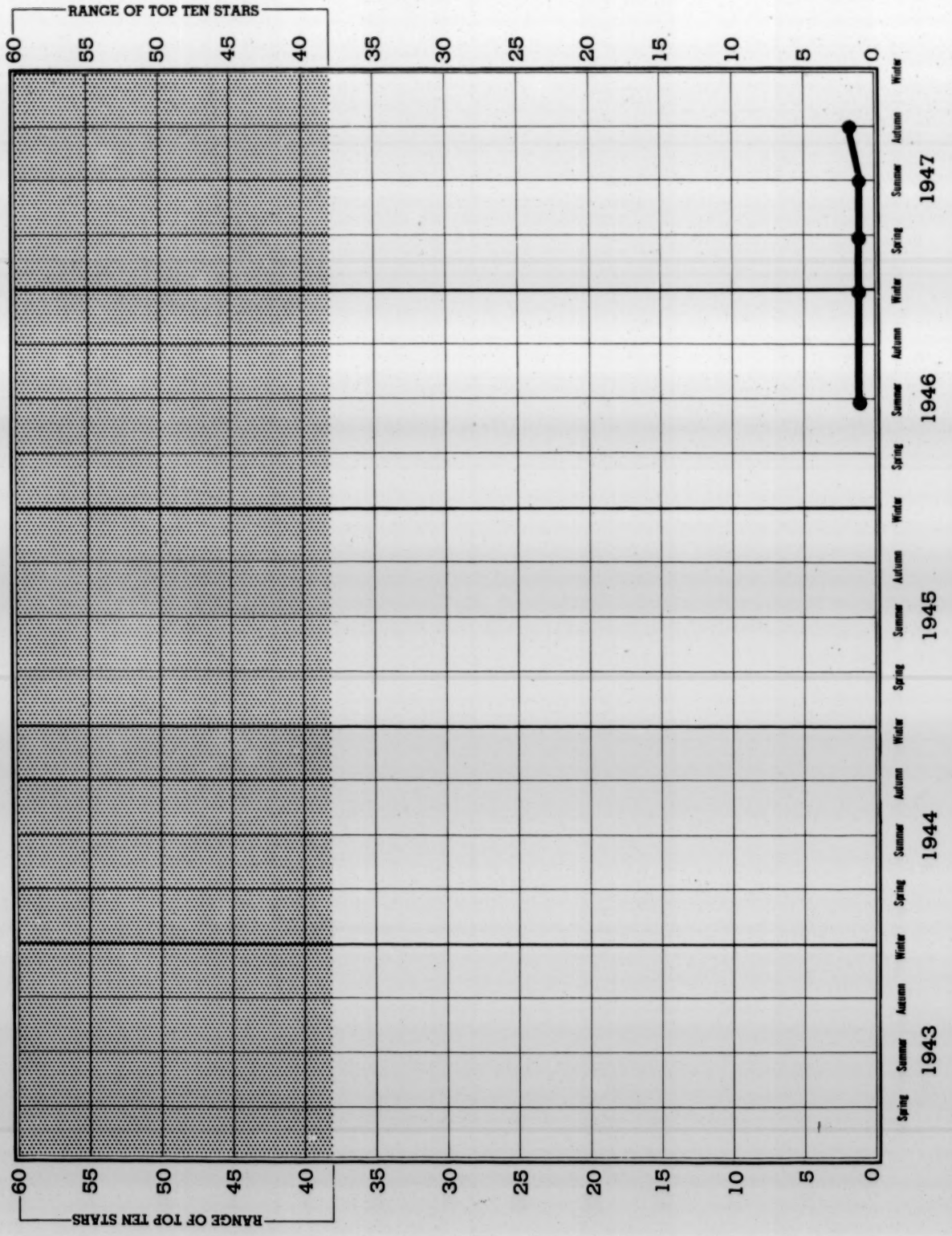
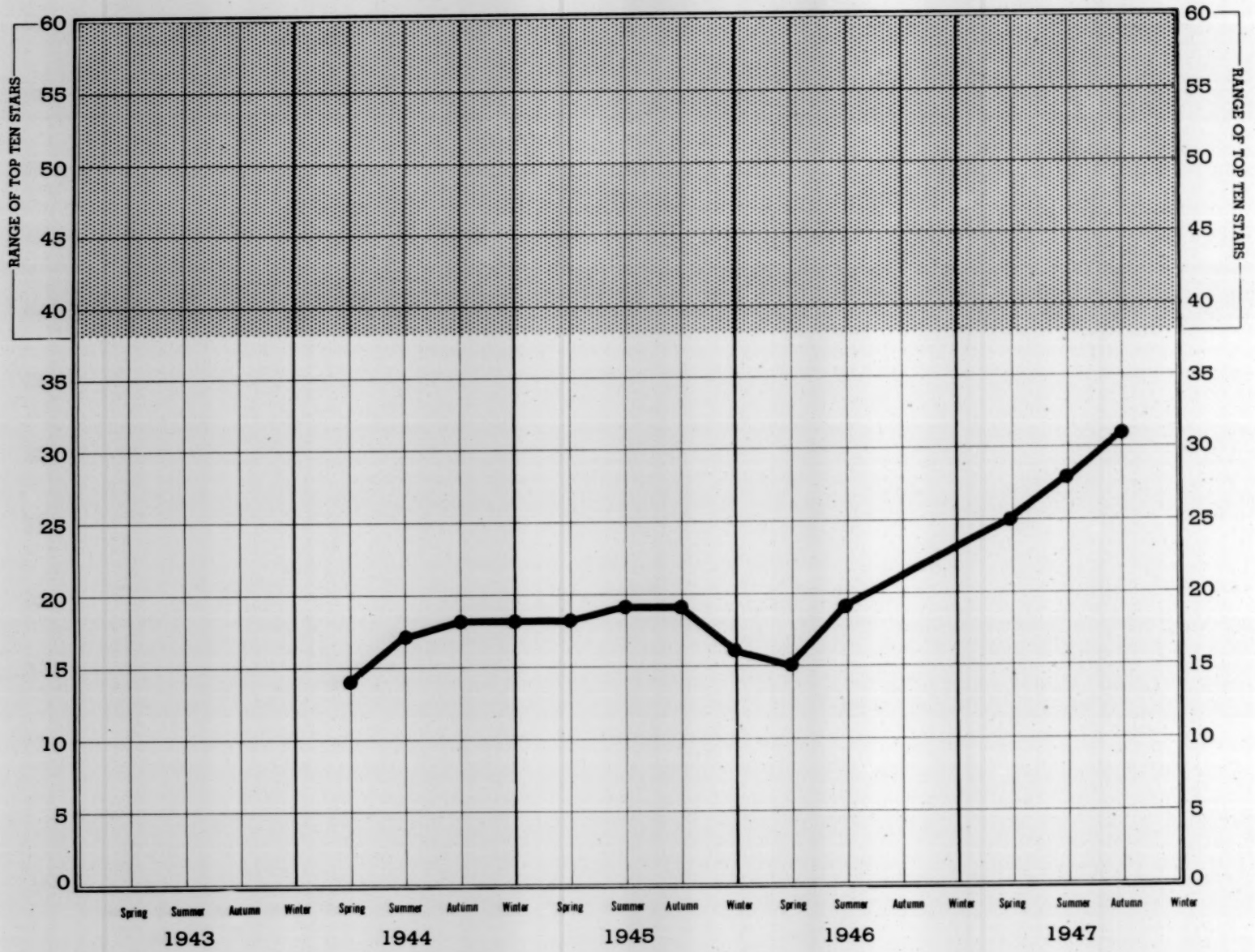


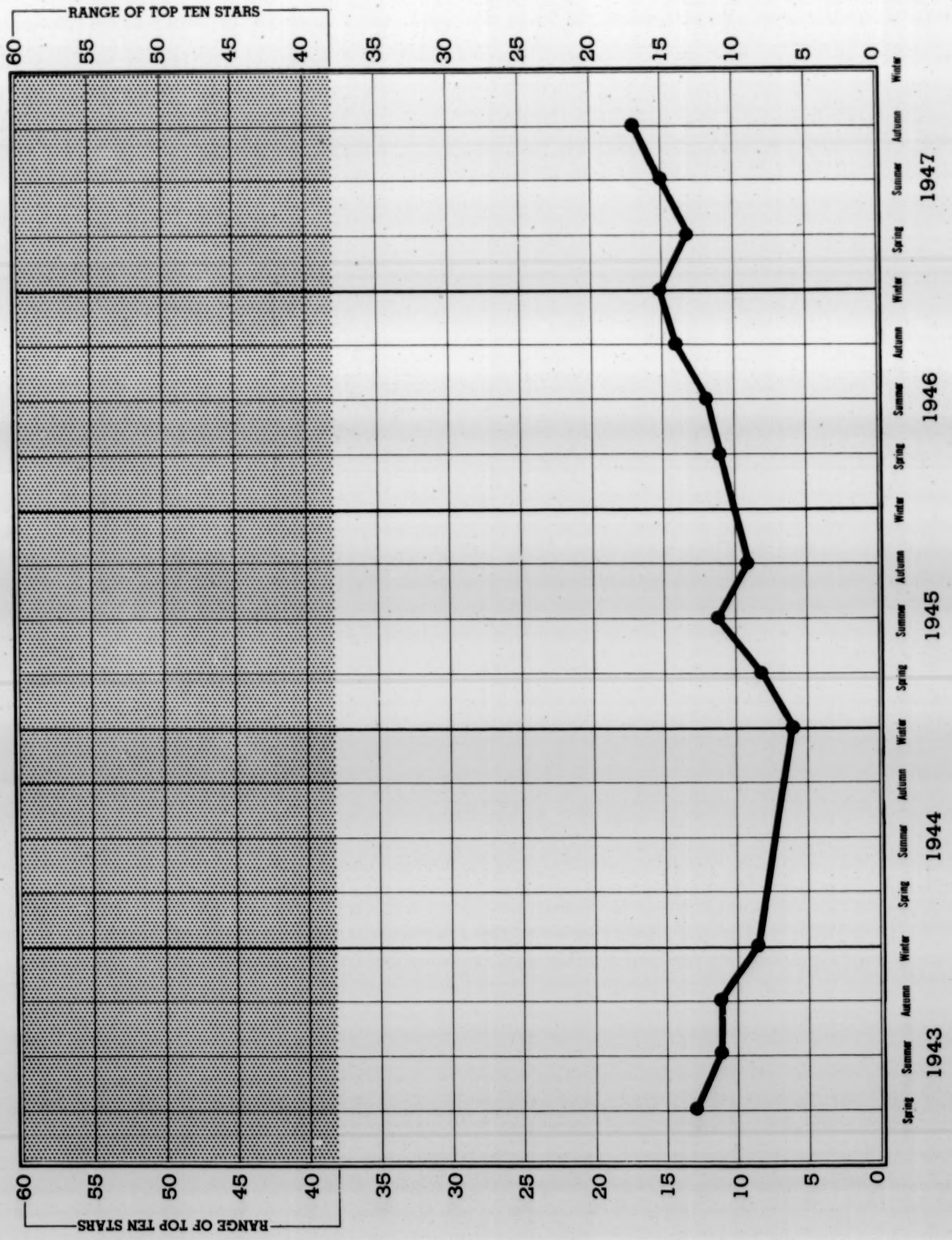
Barbara BEL GEDDES

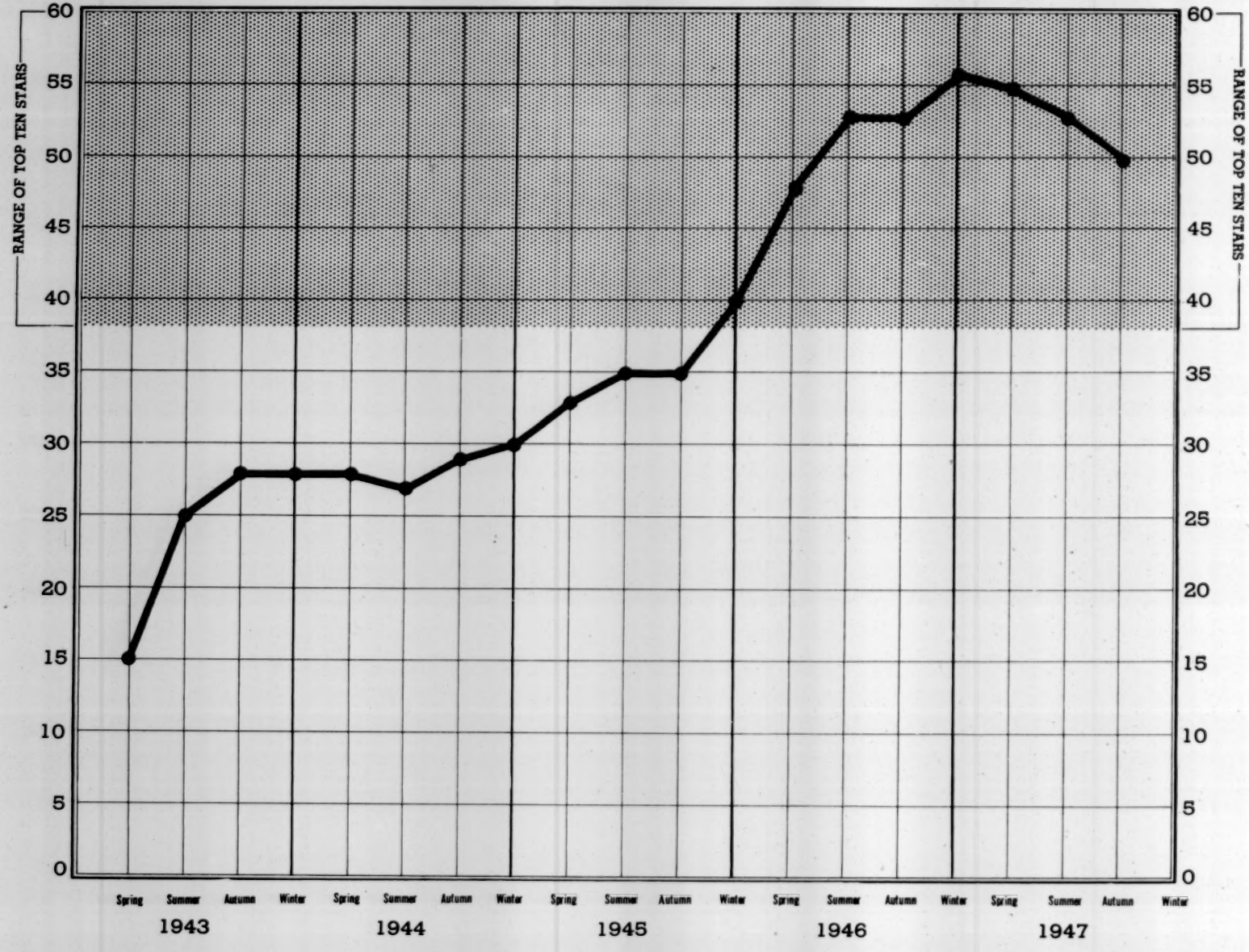




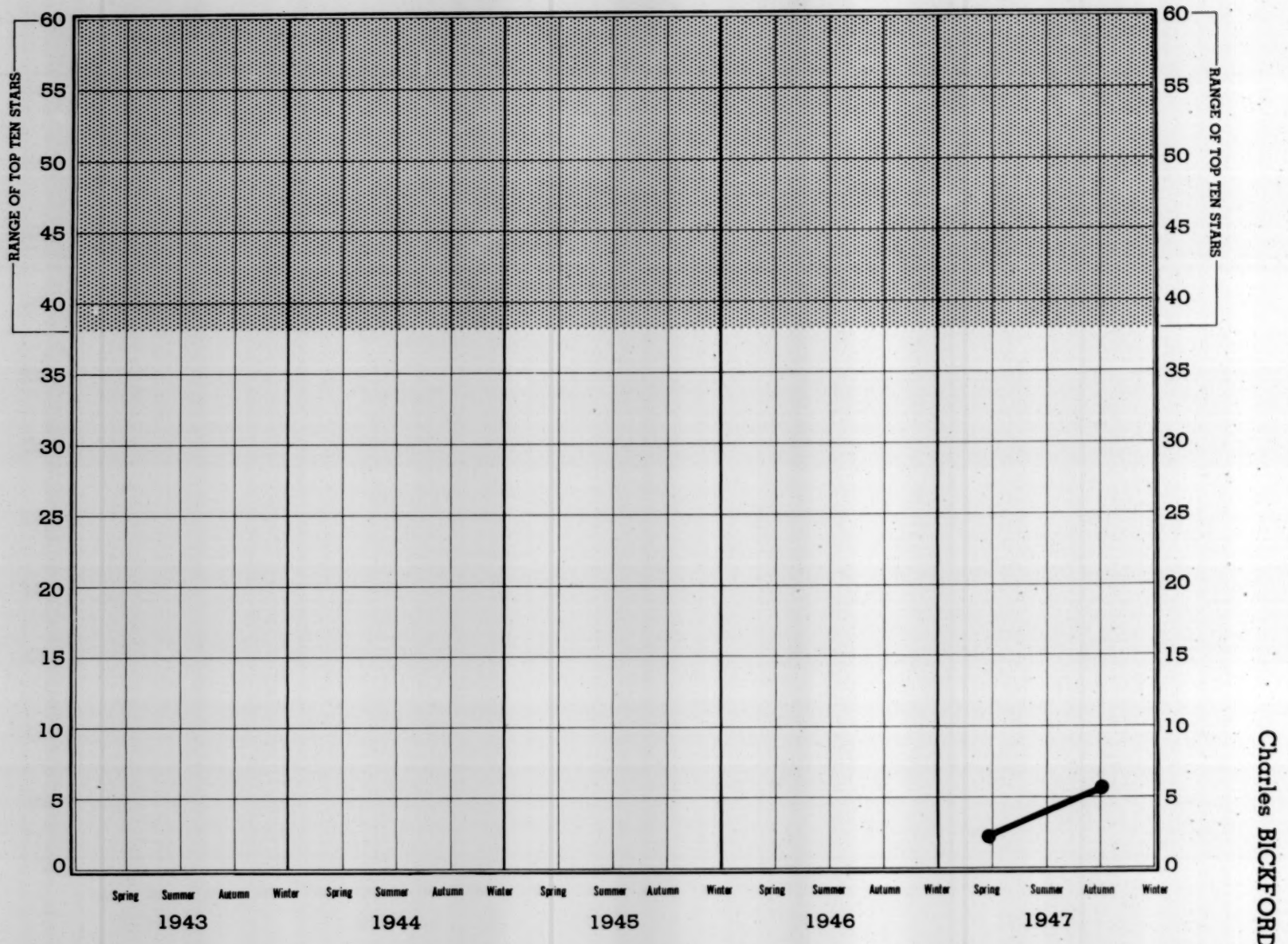
William BENDIX

Joan BENNETT



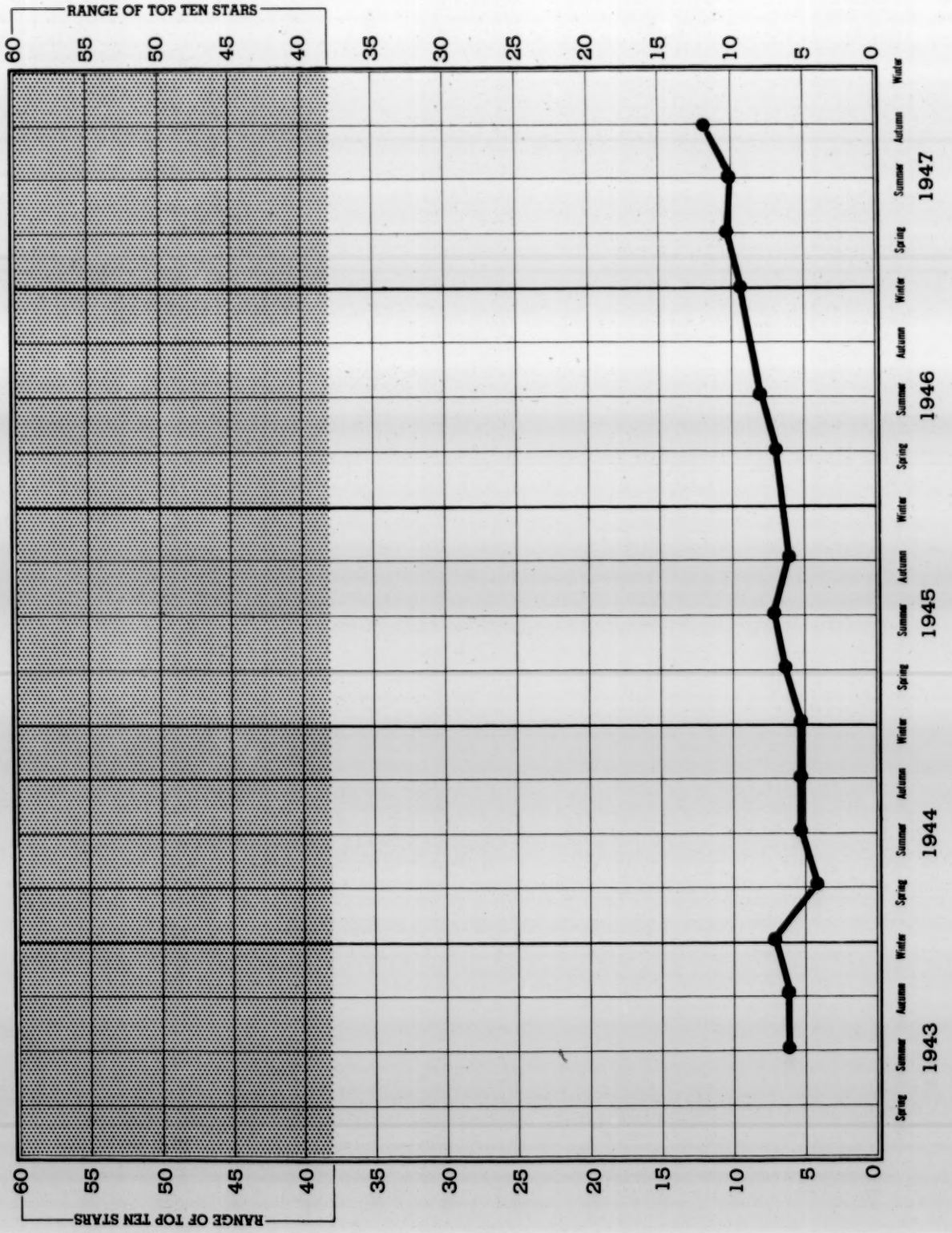


Ingrid BERGMAN



Charles BICKFORD

Janet BLAIR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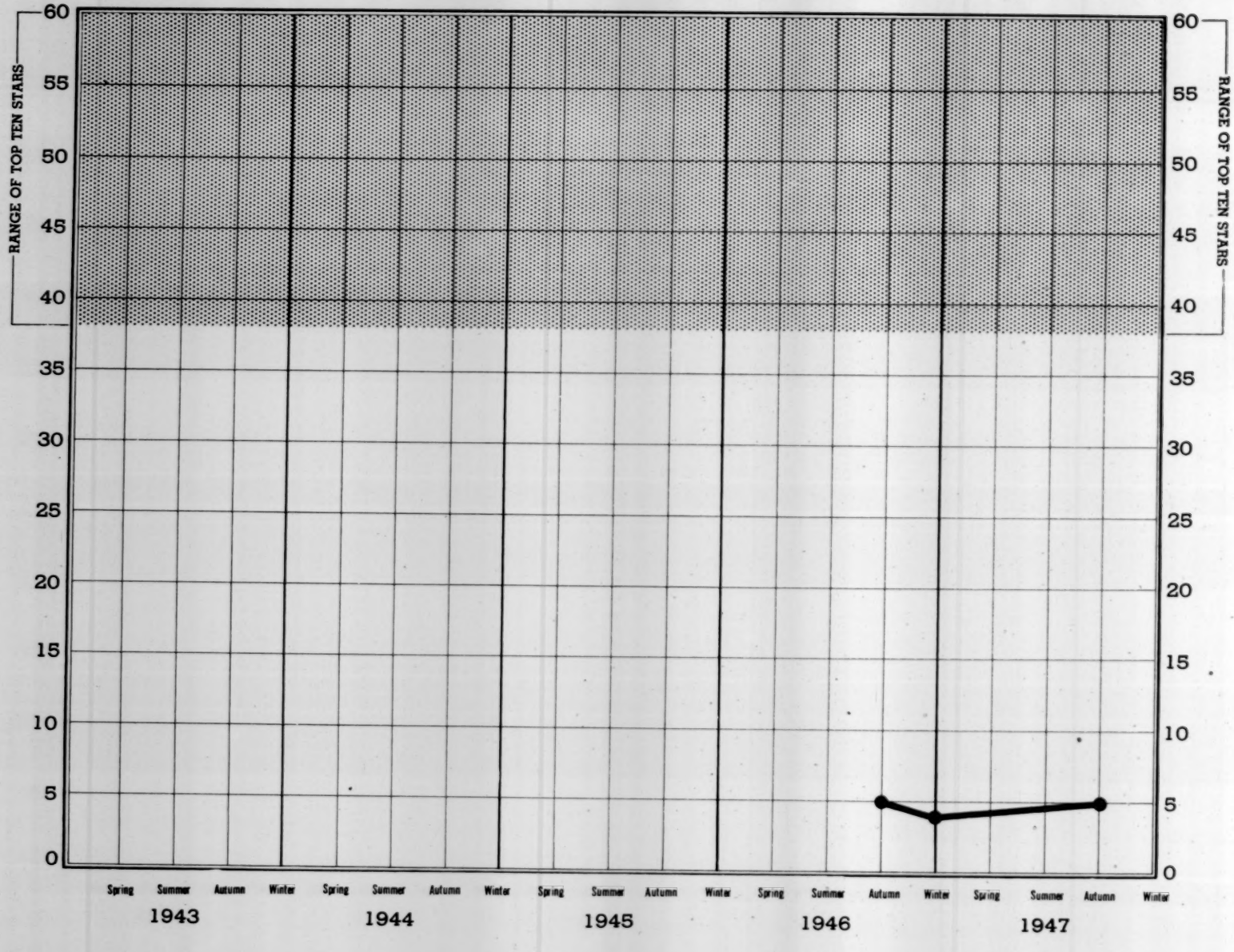
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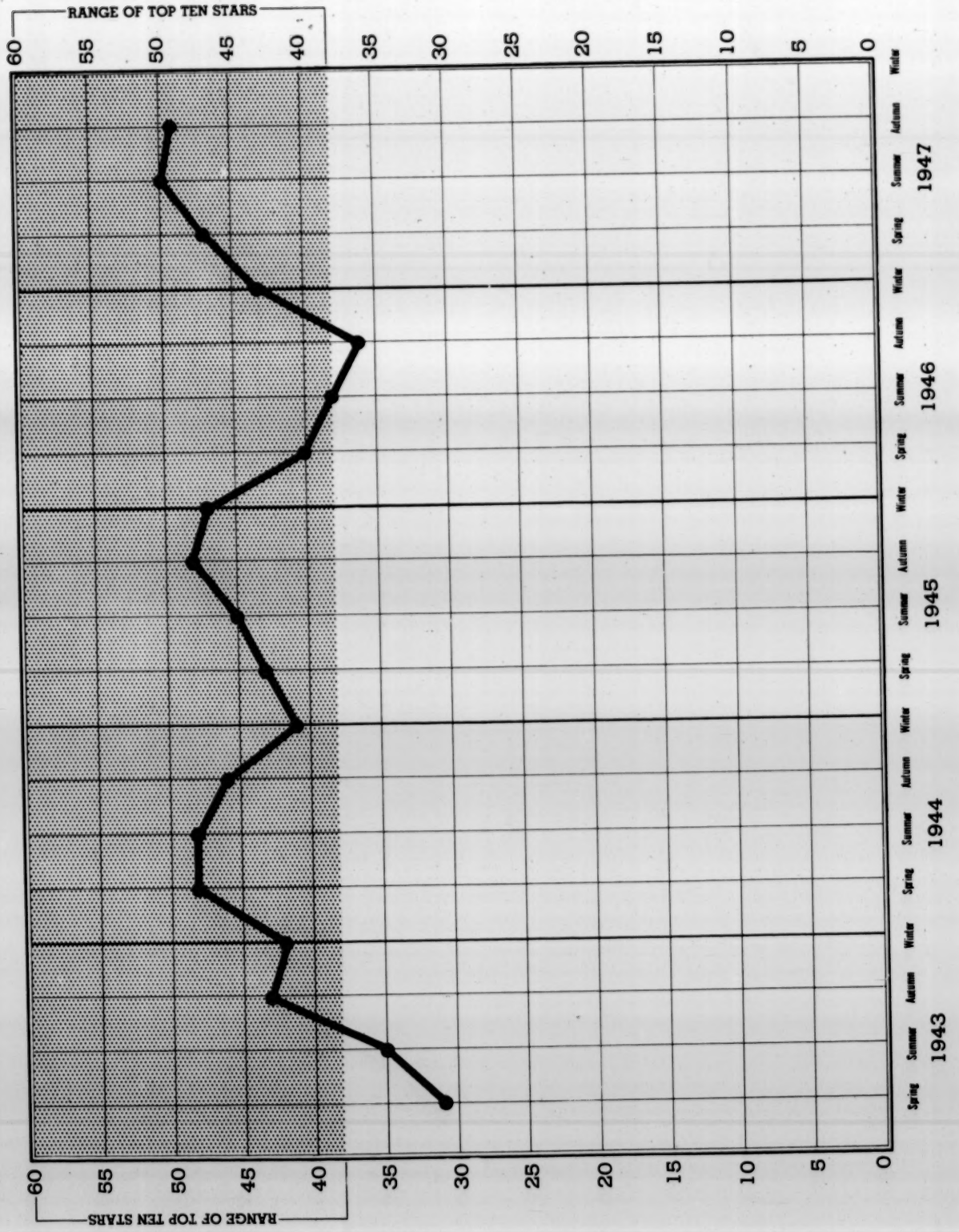
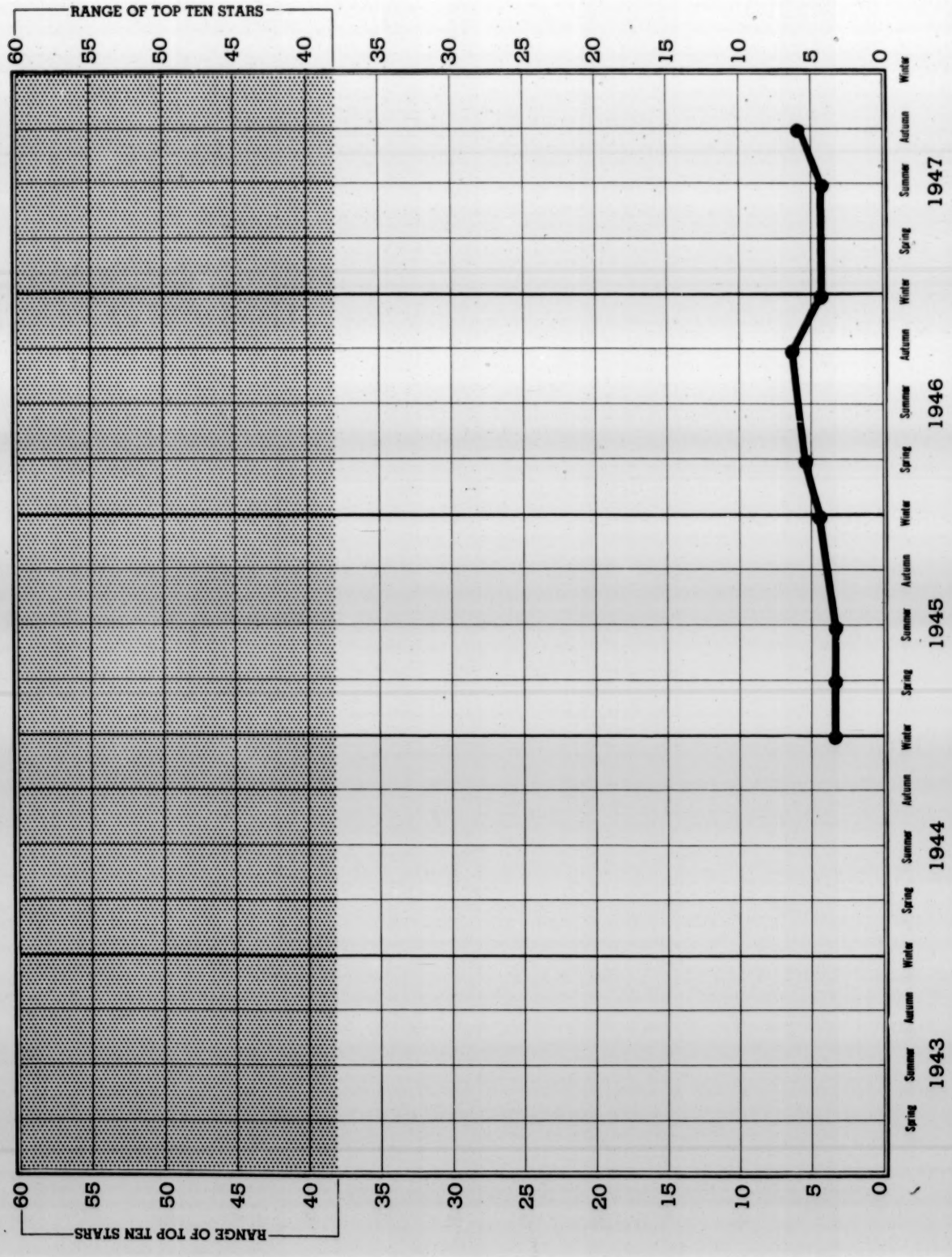
Ann BLYTH

Humphrey BOGART



Lee BOWMAN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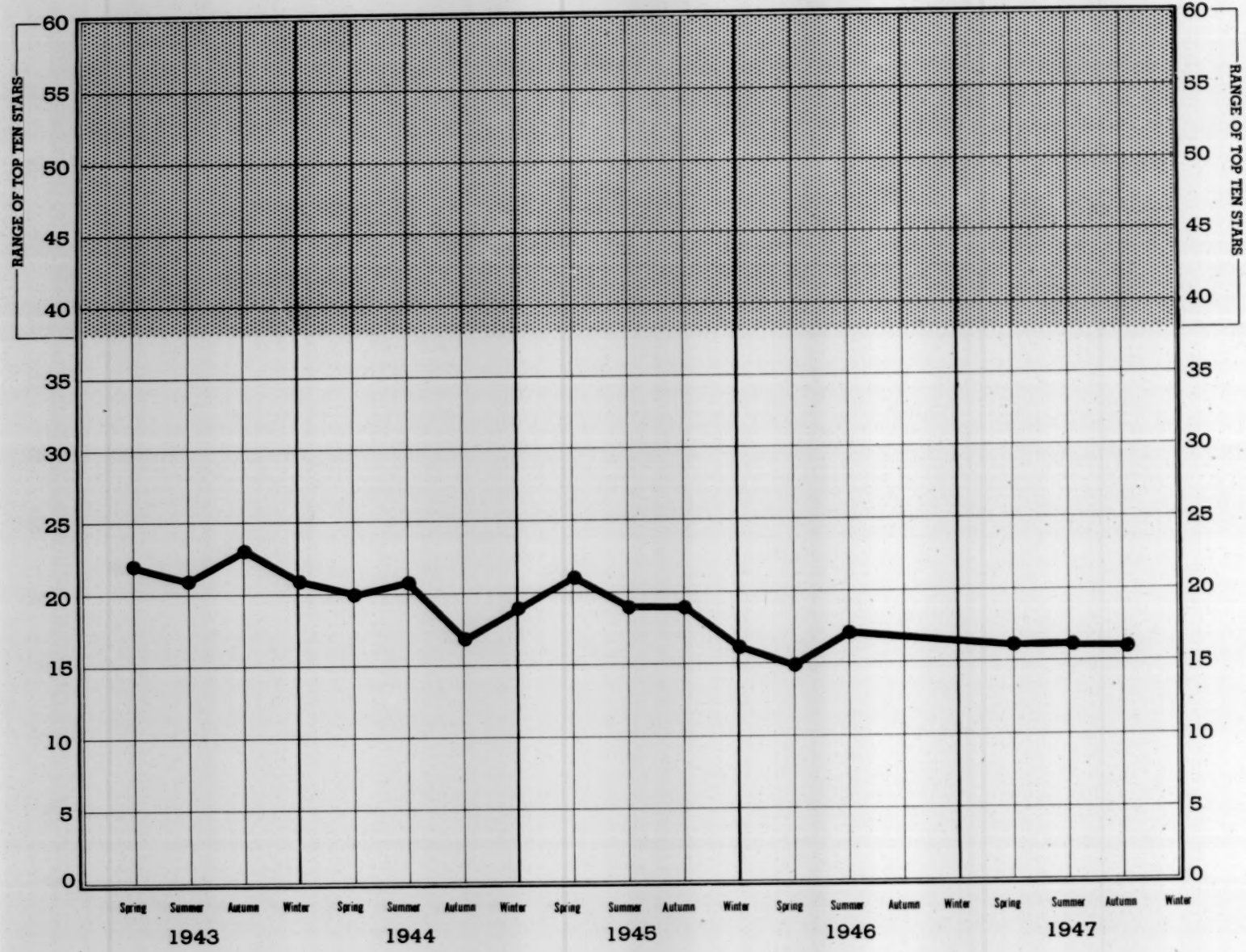
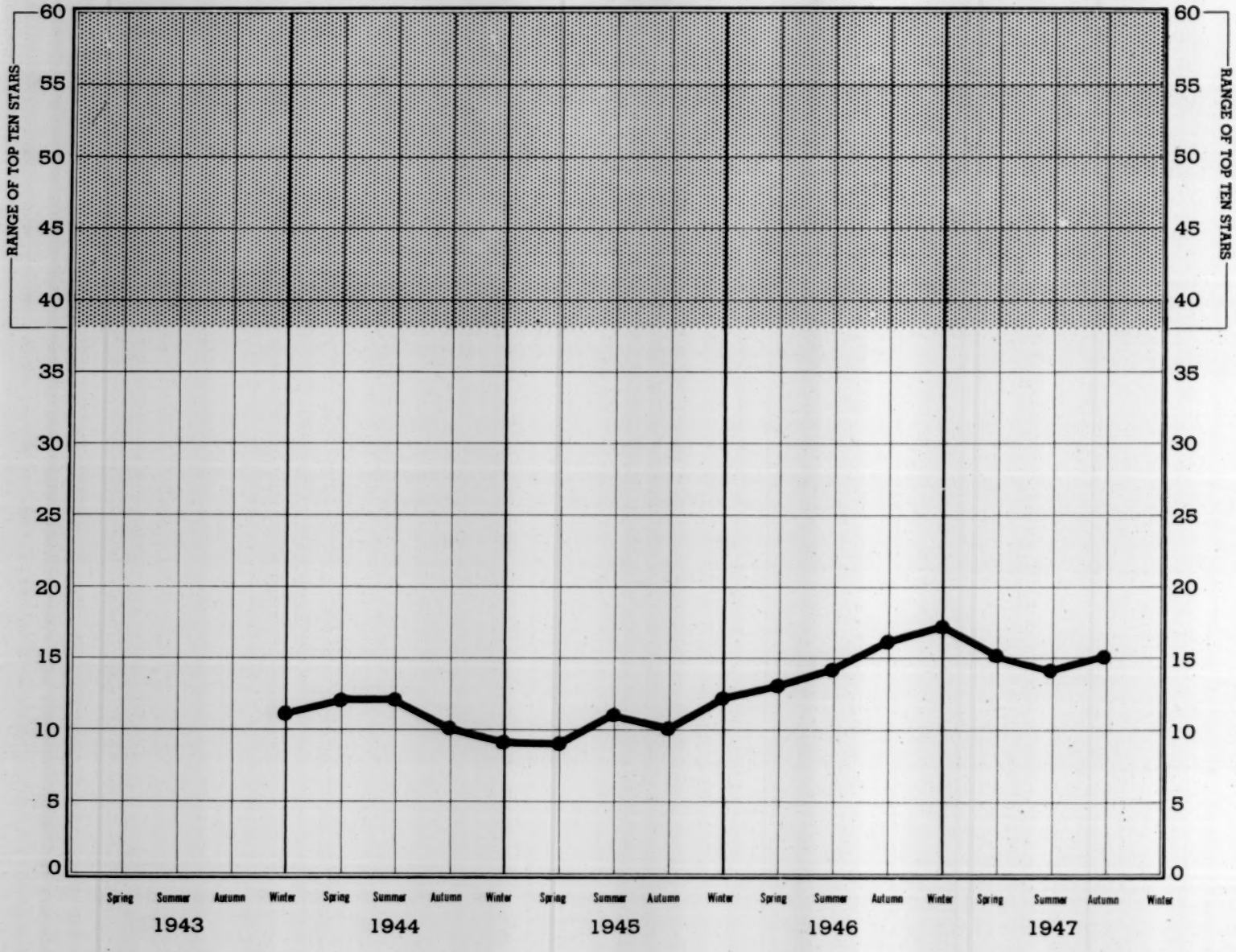
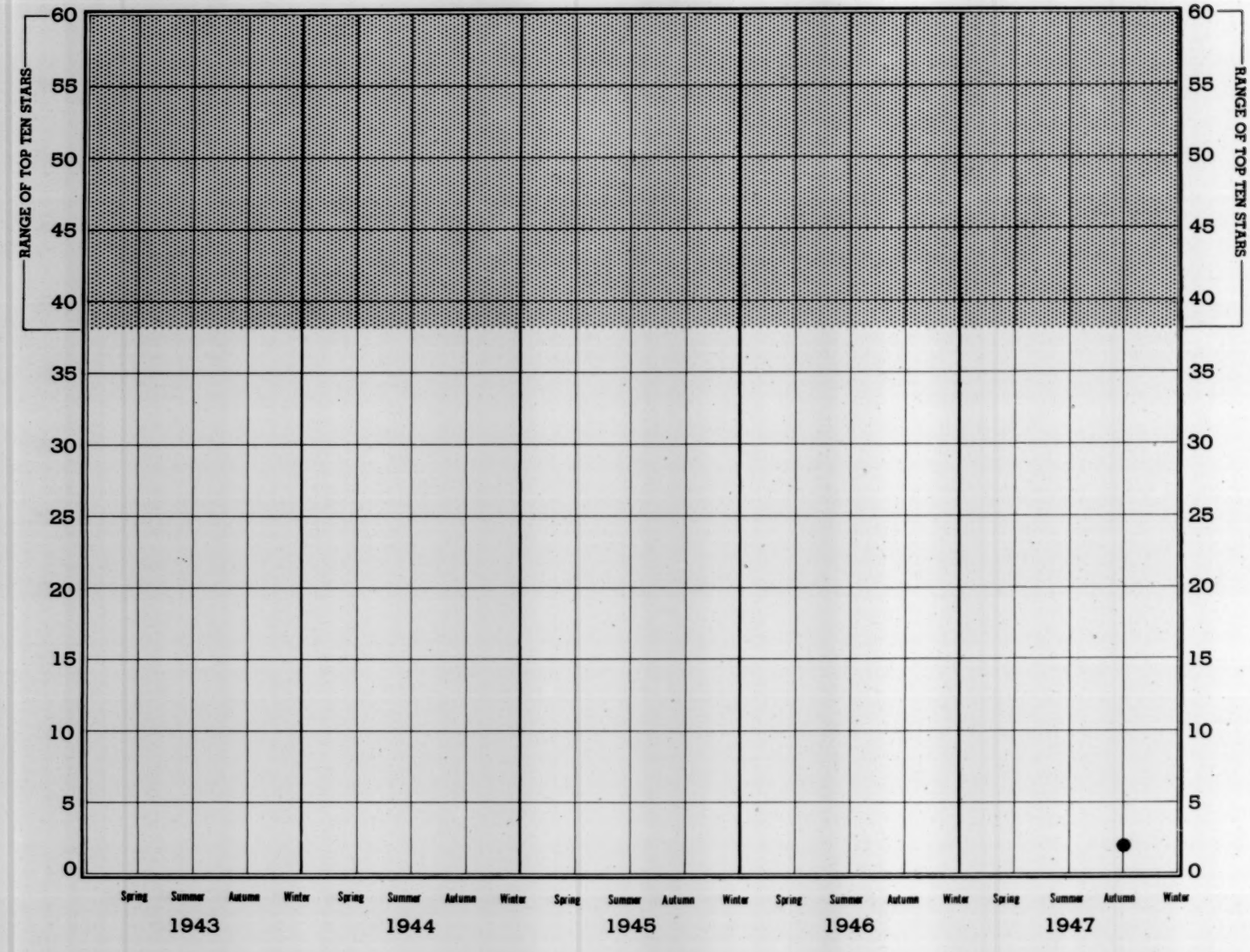


Charles BOYER

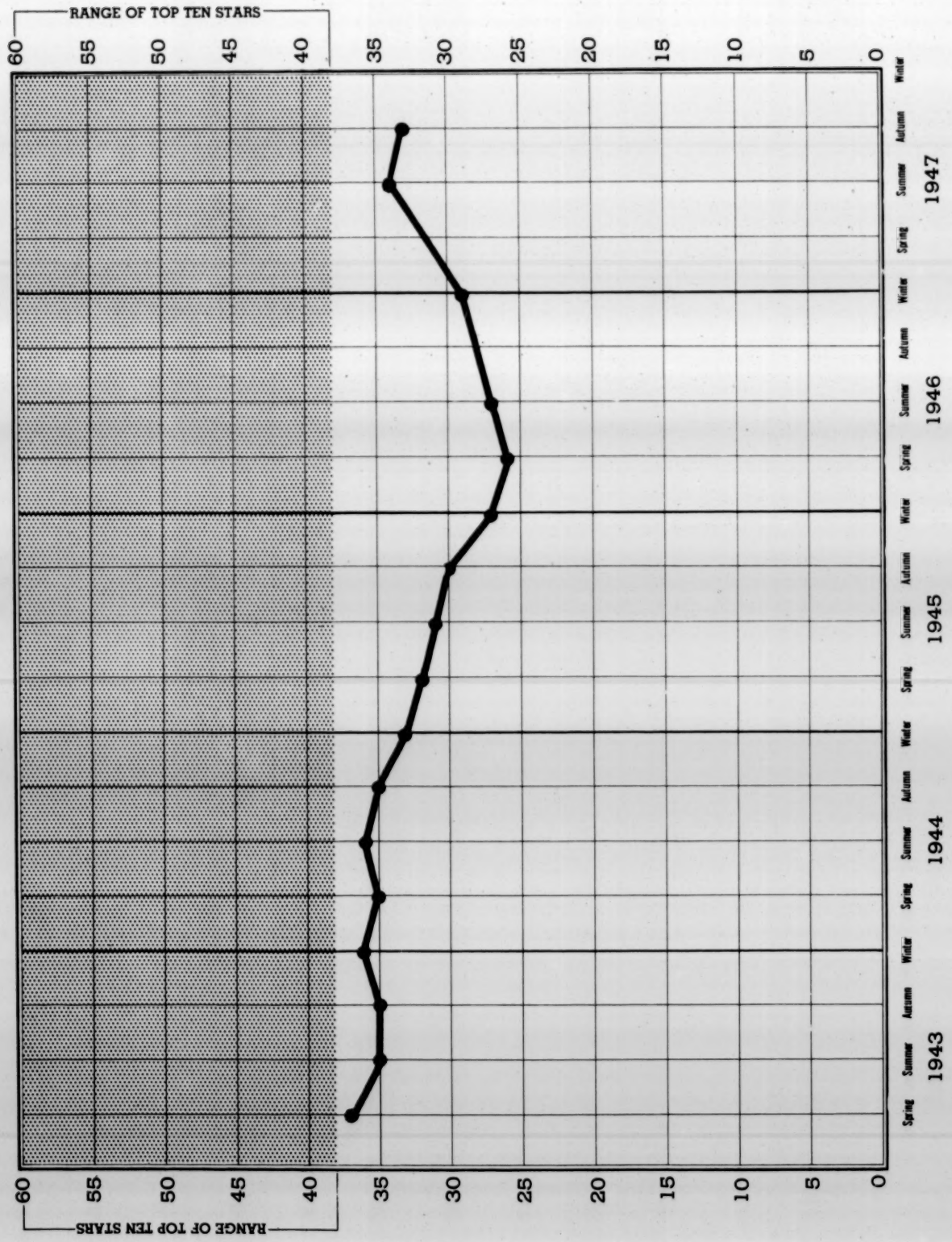


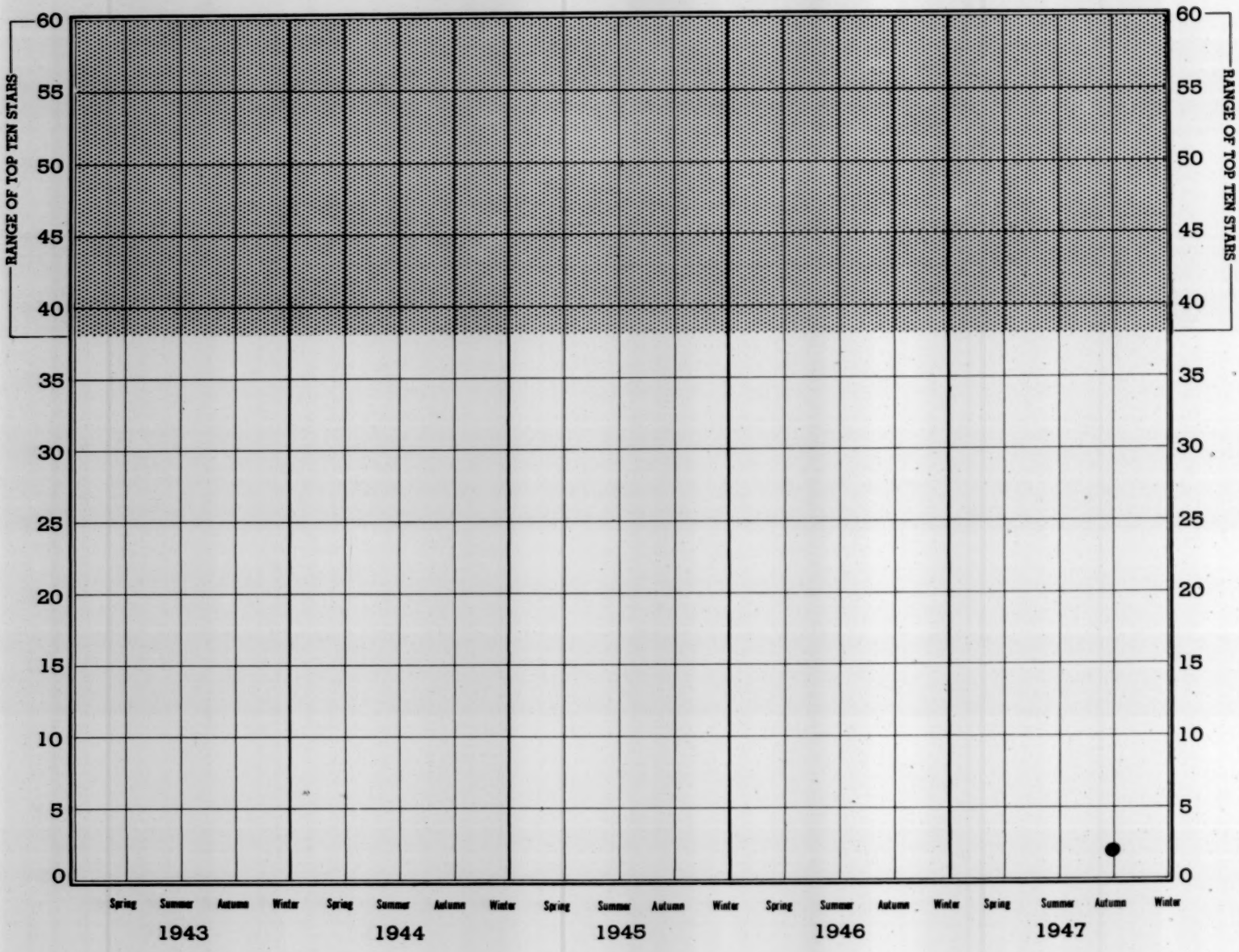
George BRENT



Hazel BROOKS

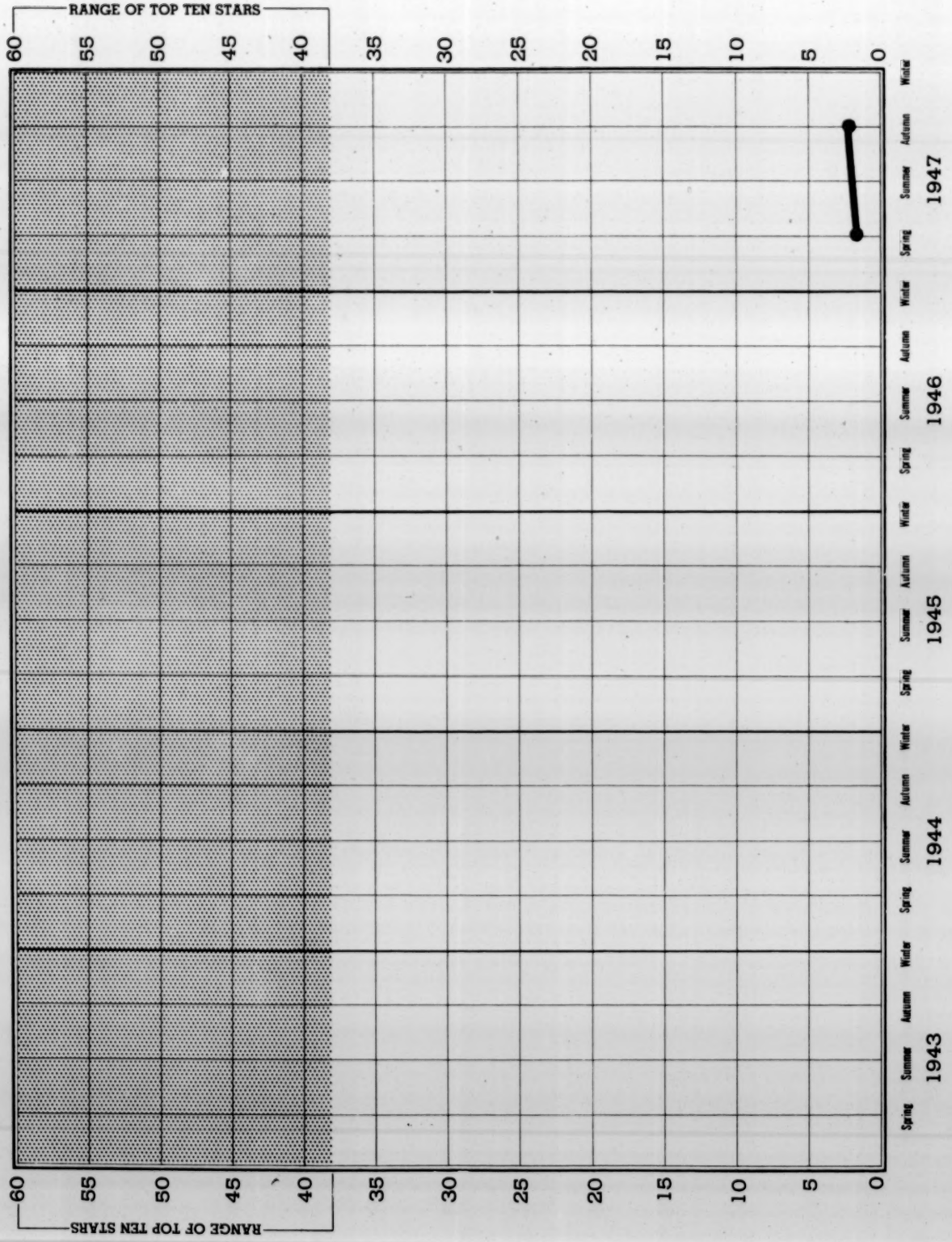
James CAGNEY

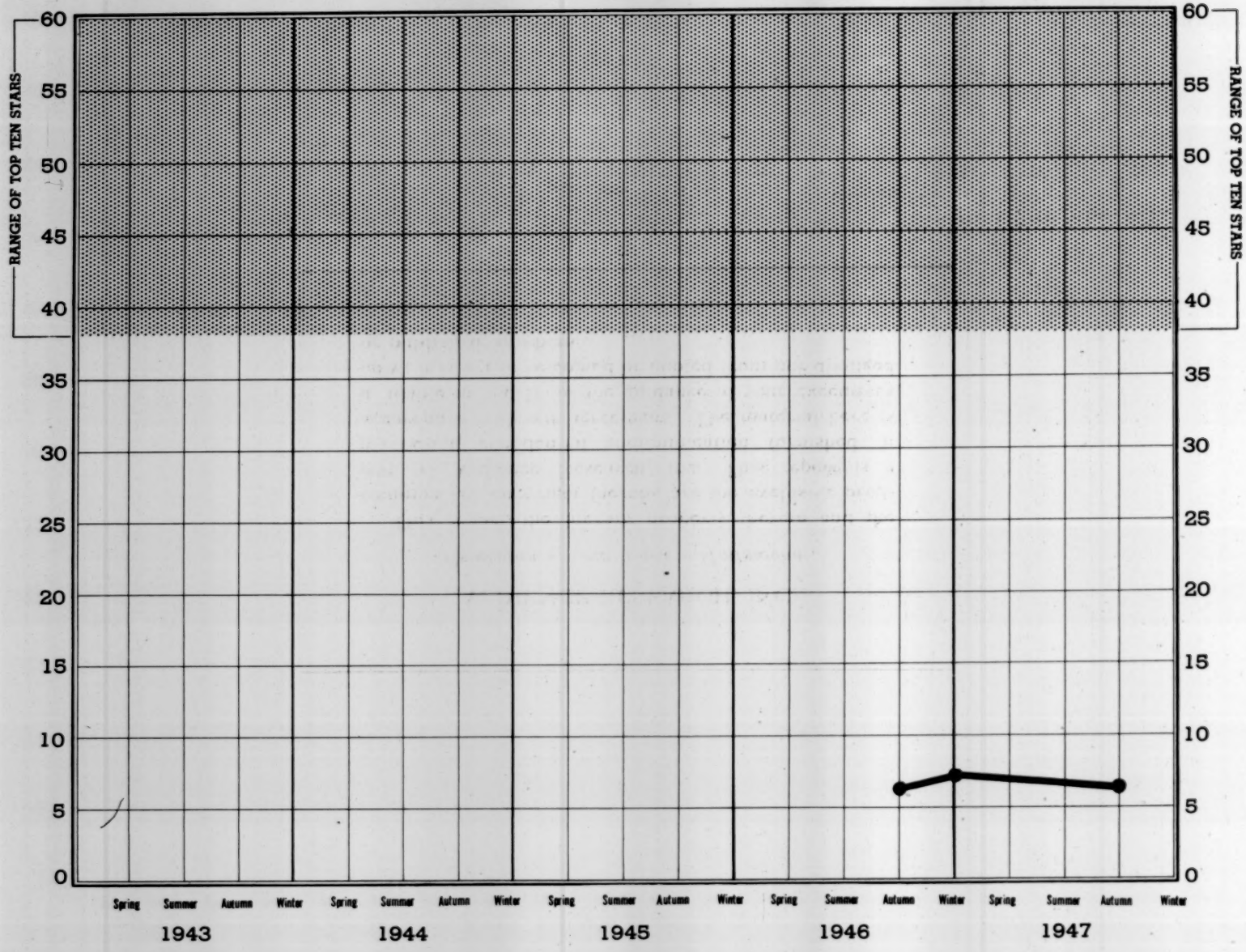




Louis CALHERN

Rory CALHOUN

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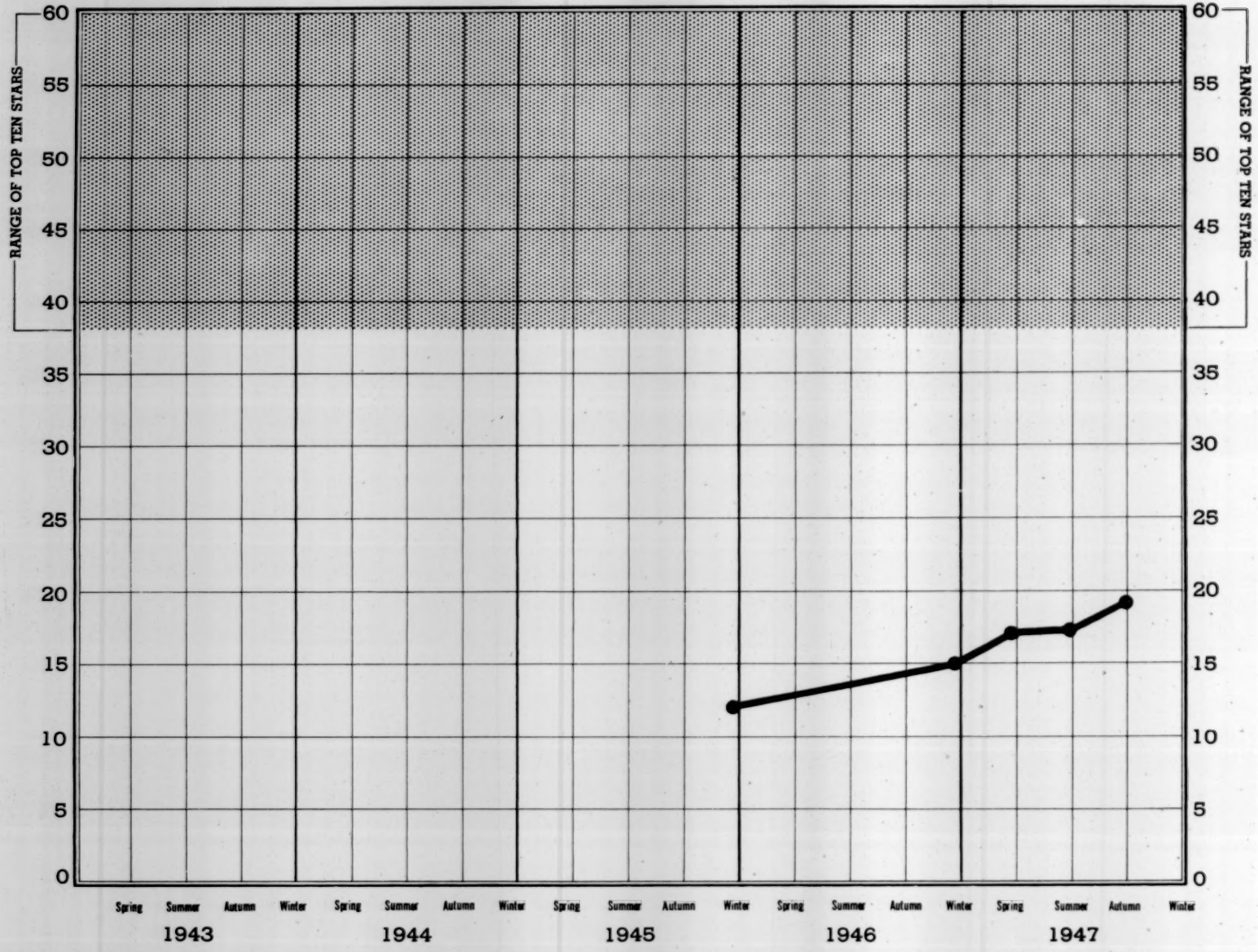
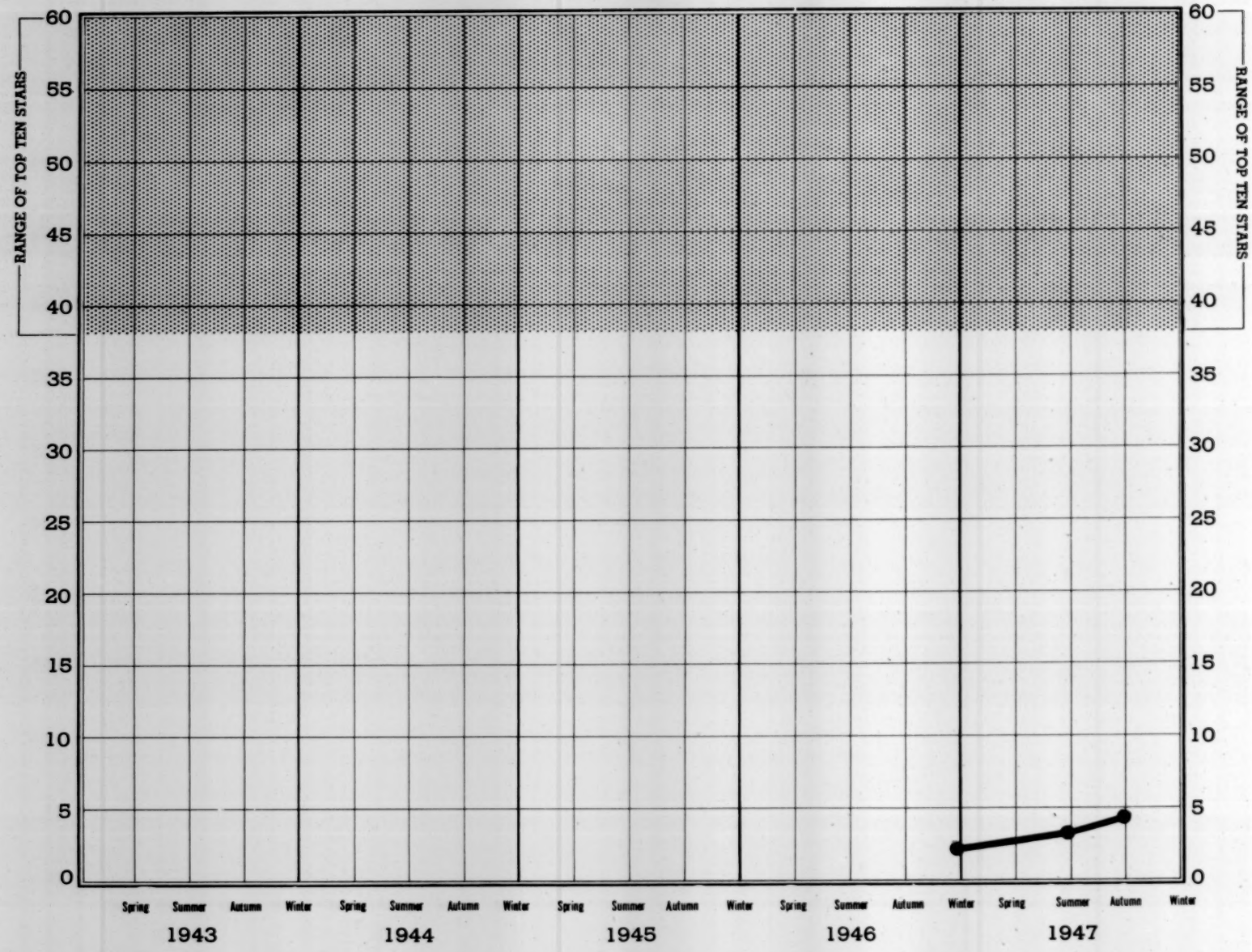
Rod CAMERON

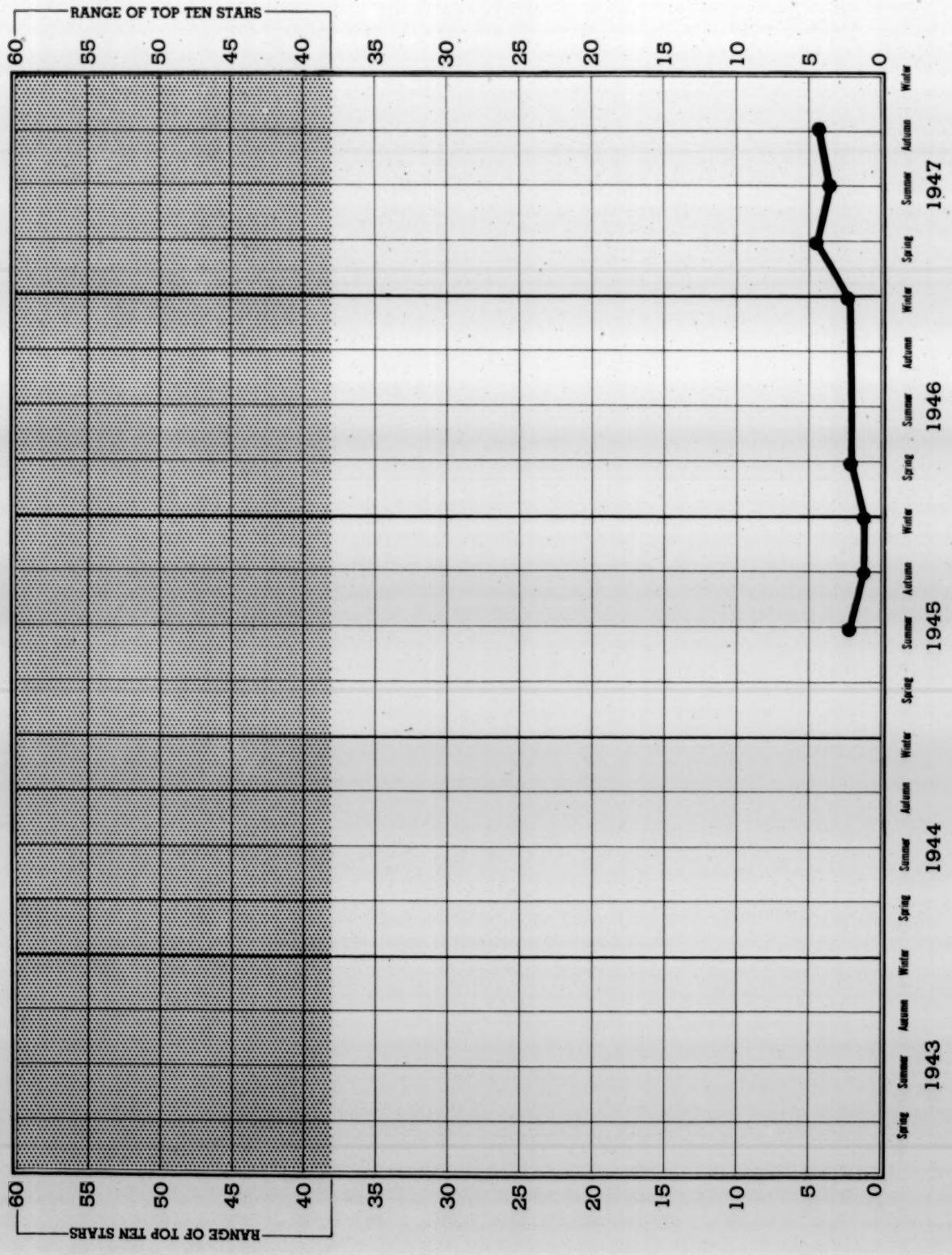


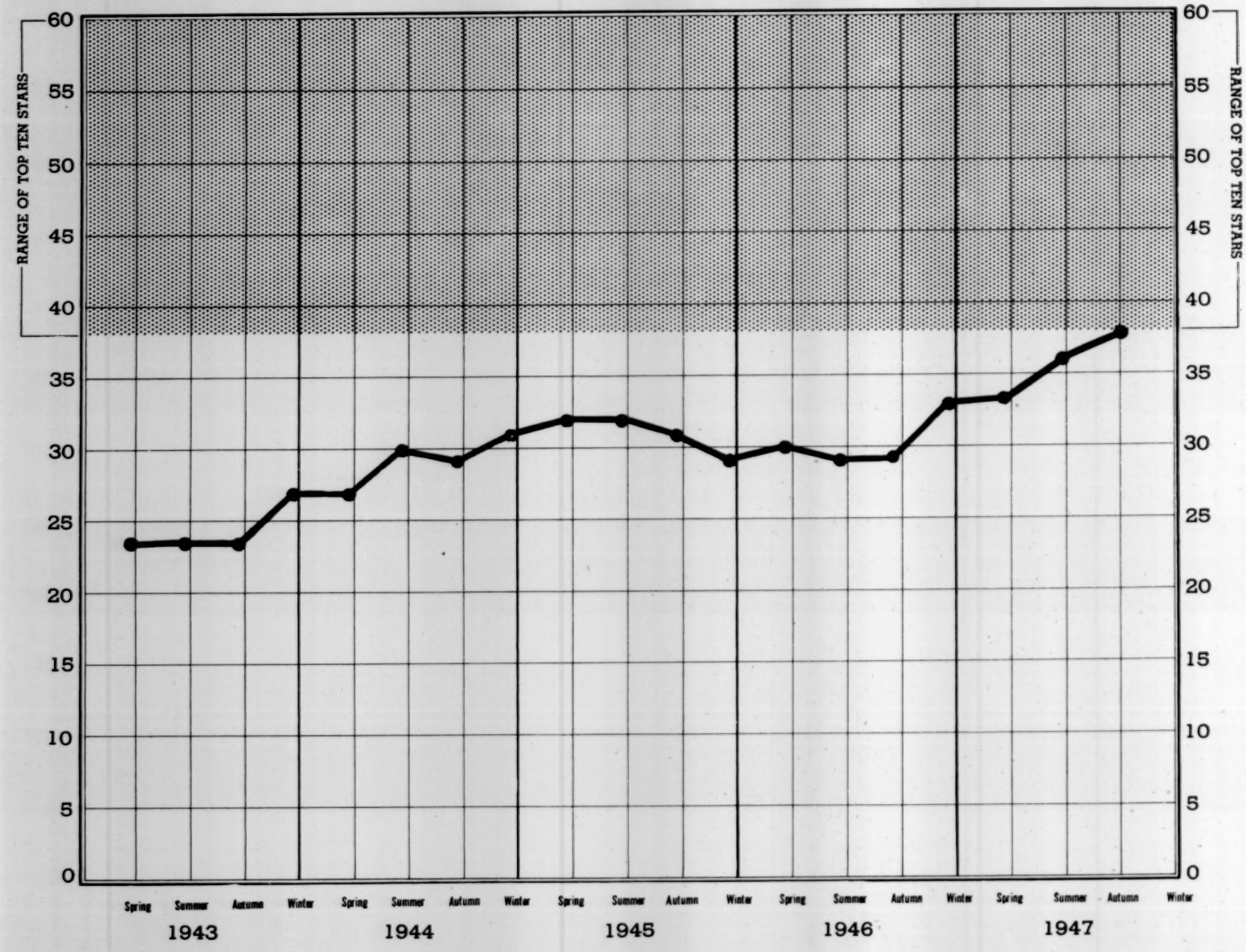
Hoagy CARMICHAEL



Janis CARTER

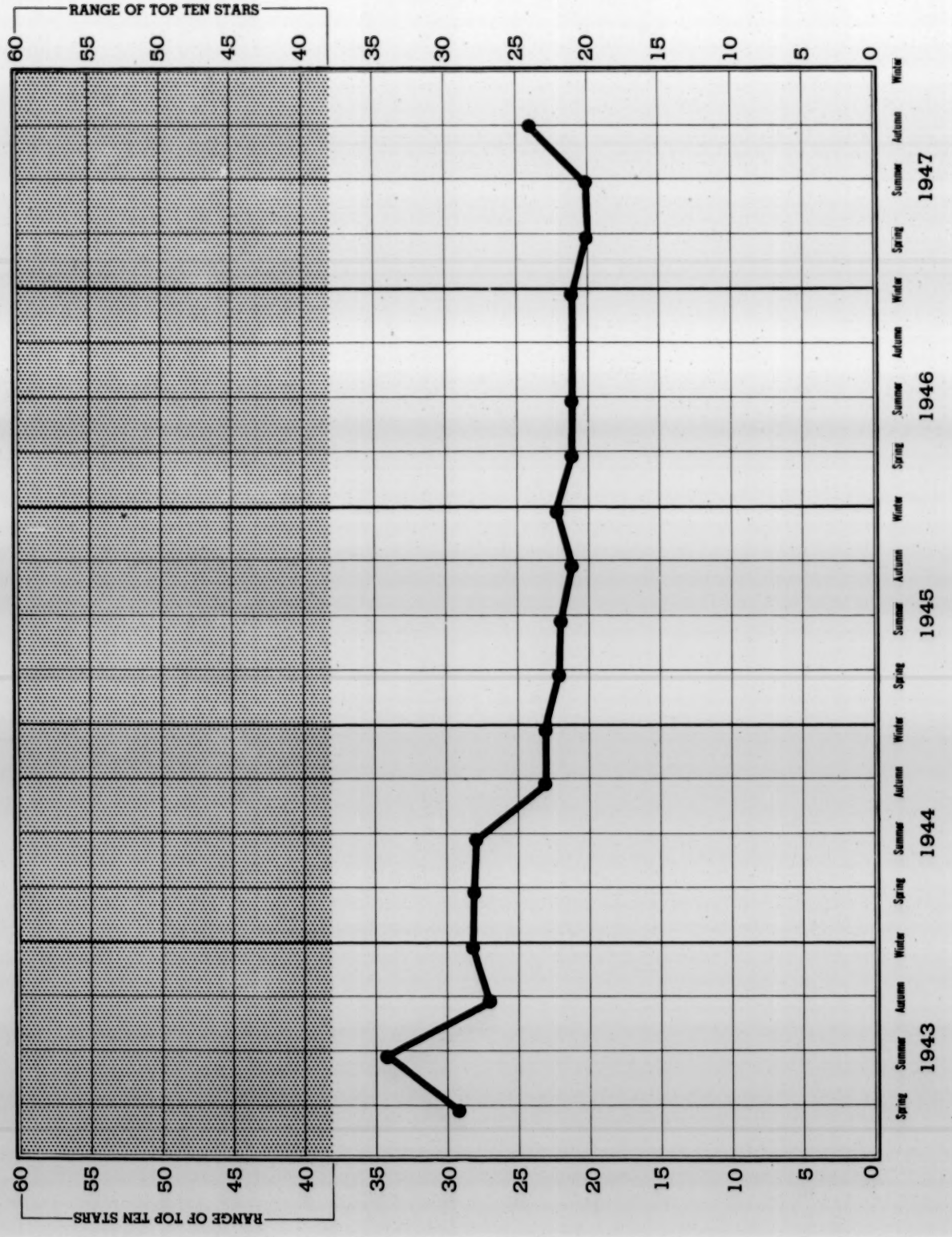
Marguerite CHAPMAN

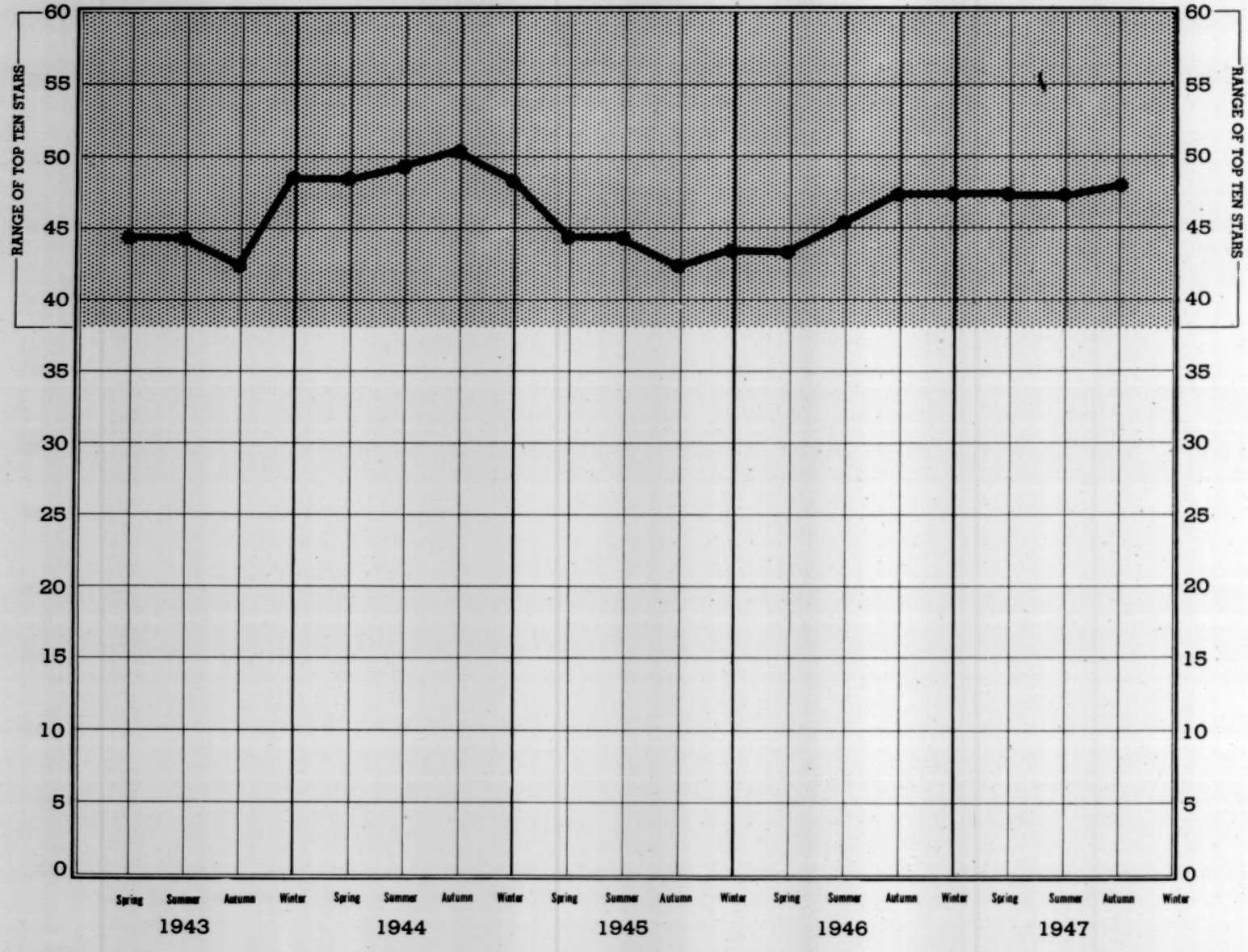




Claudette COLBERT

Ronald COLMAN

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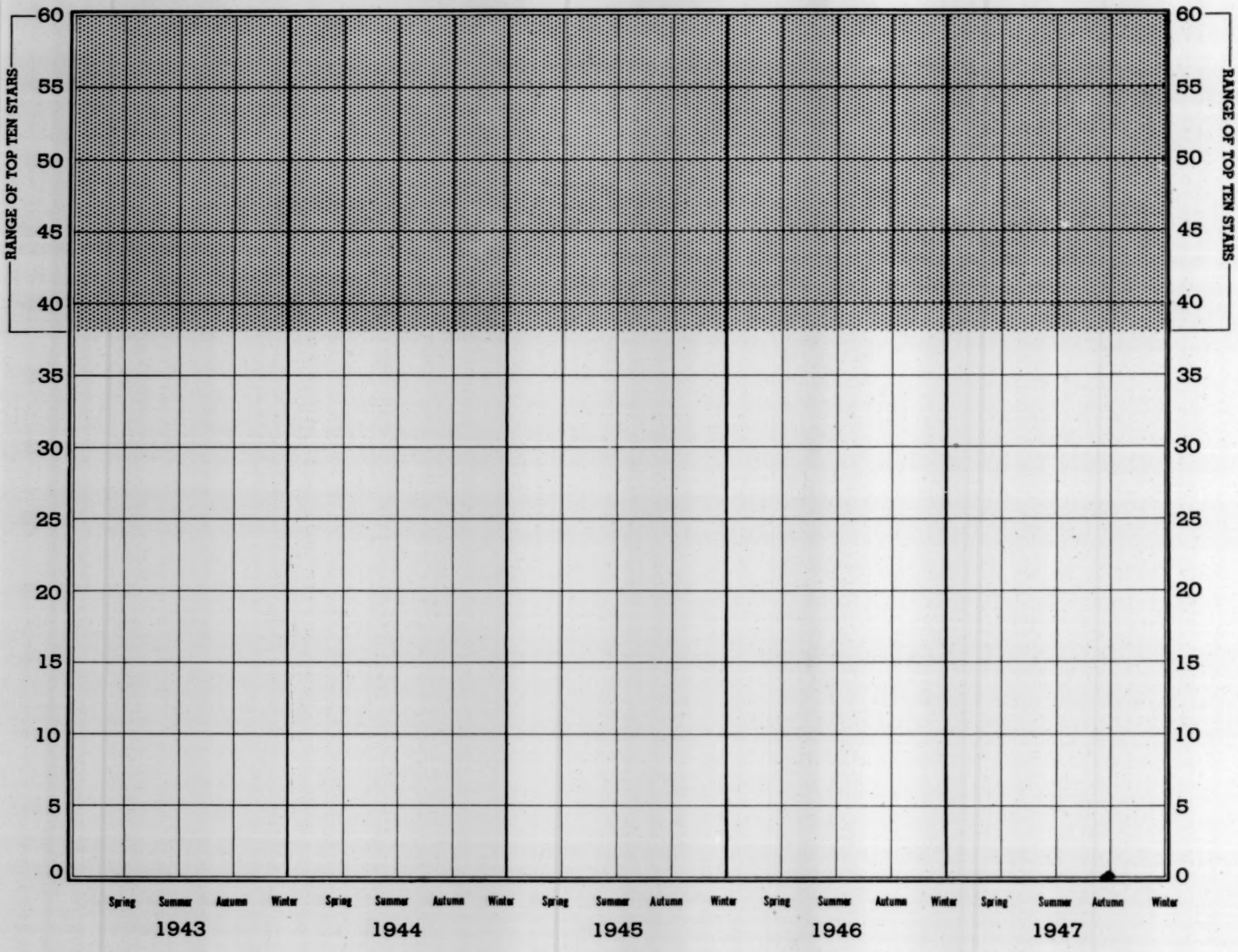

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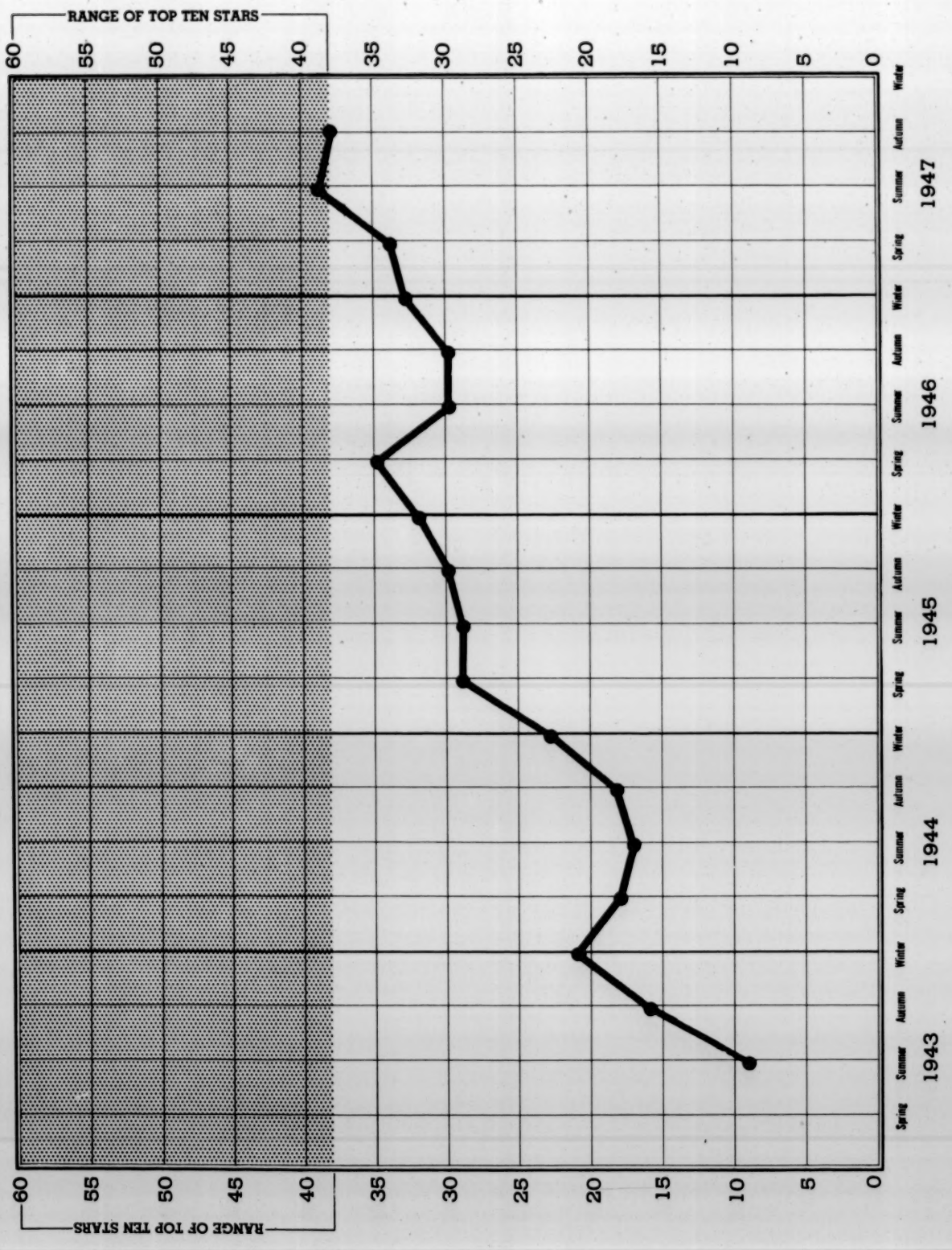
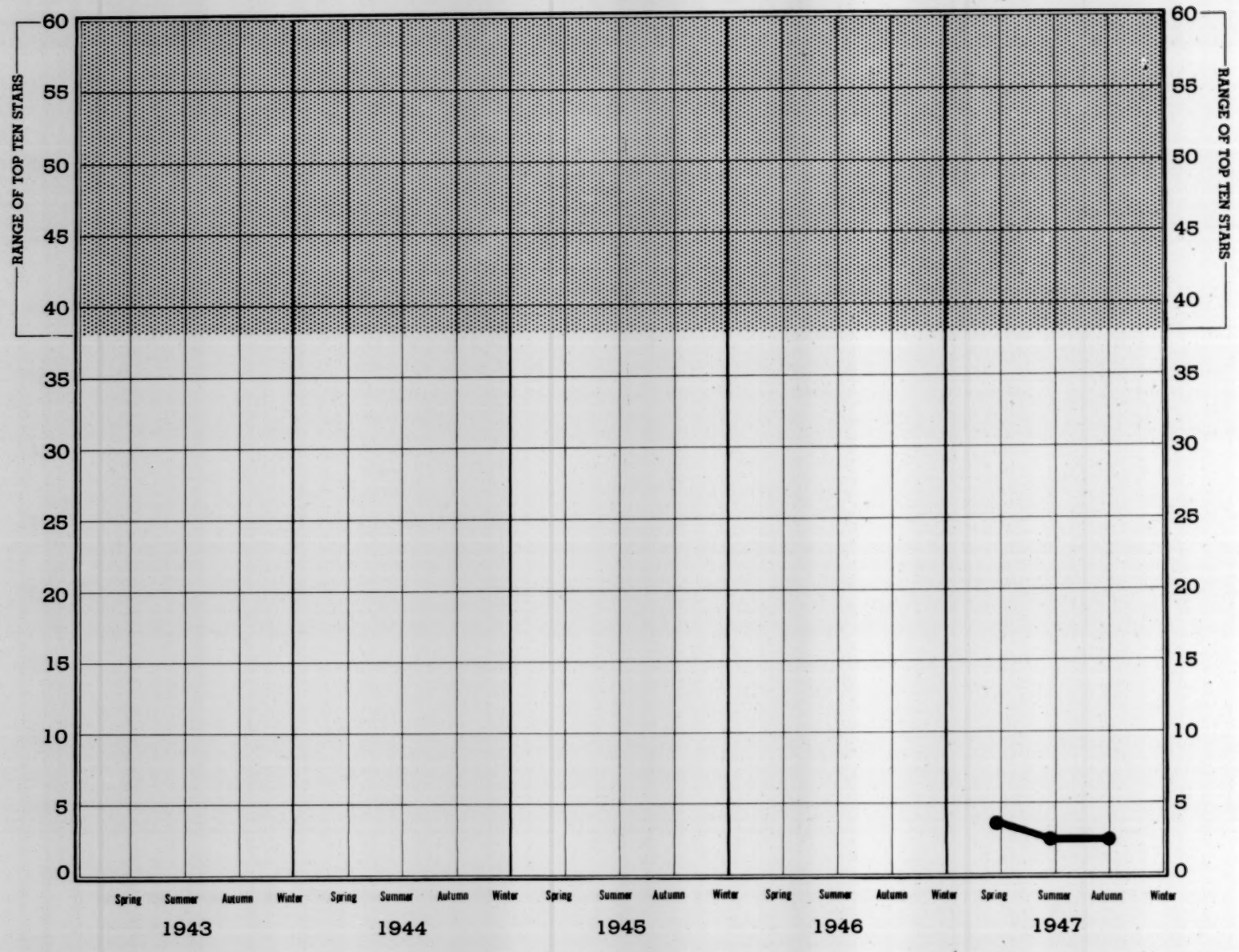
Joseph COTTEN





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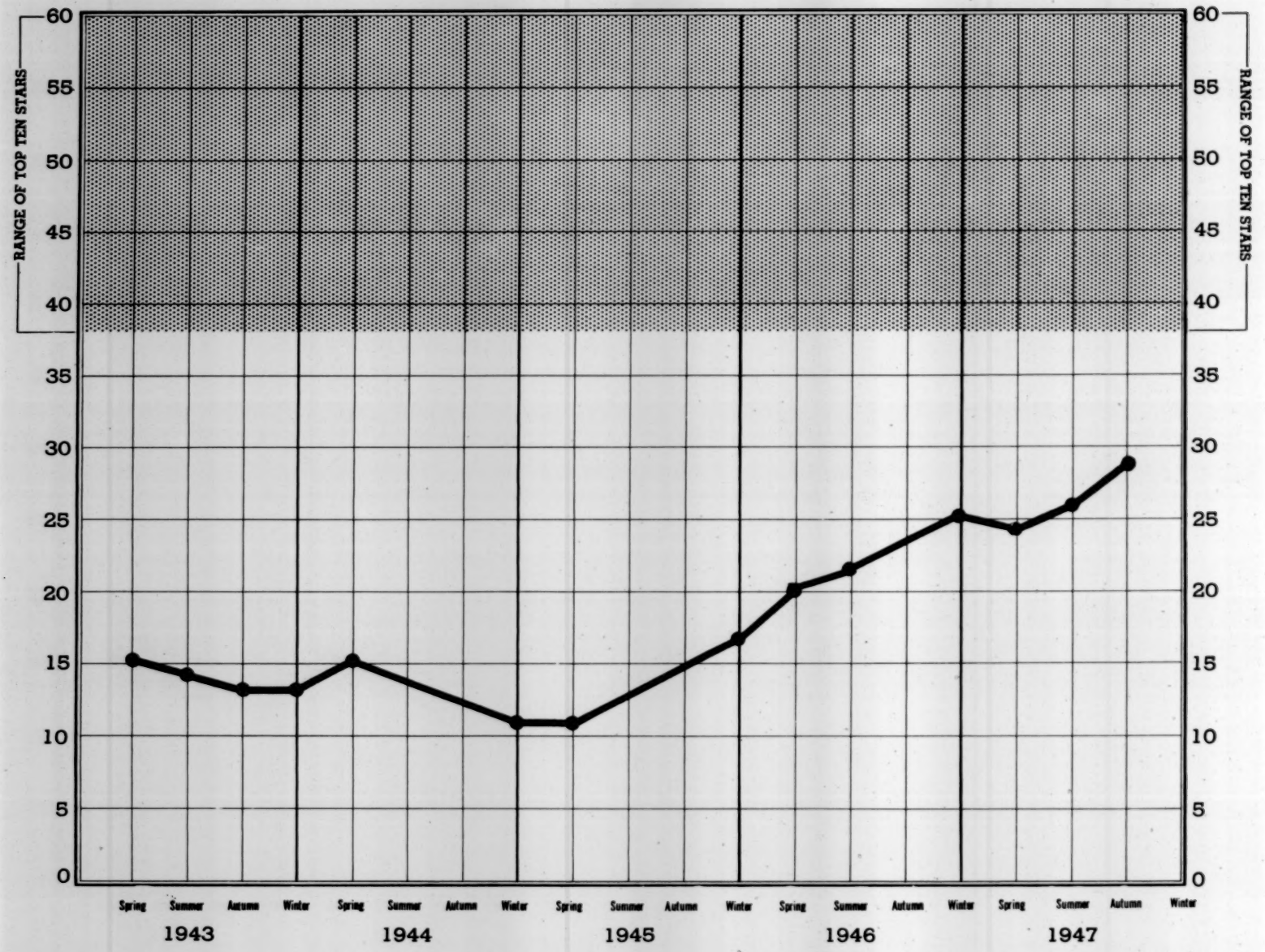

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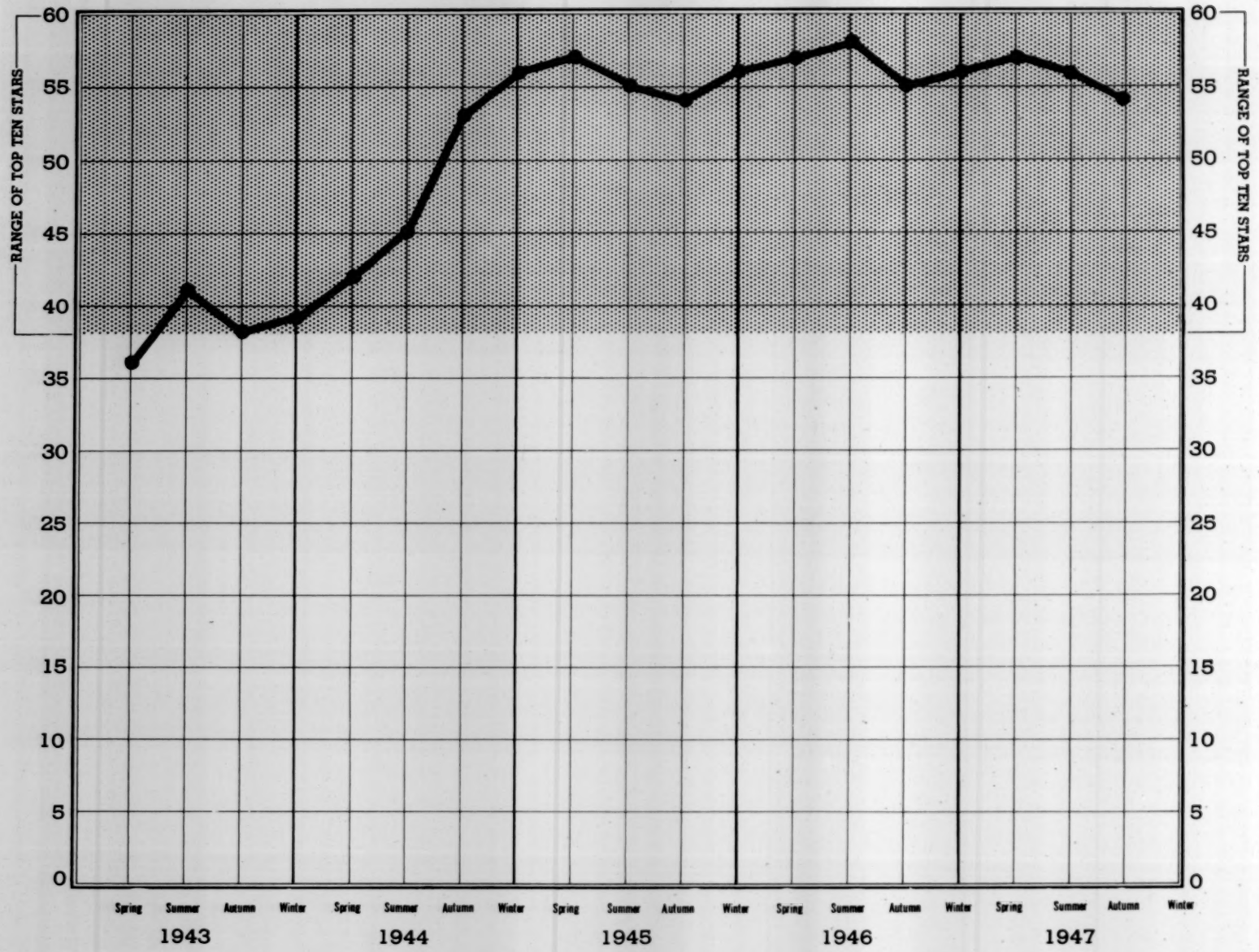
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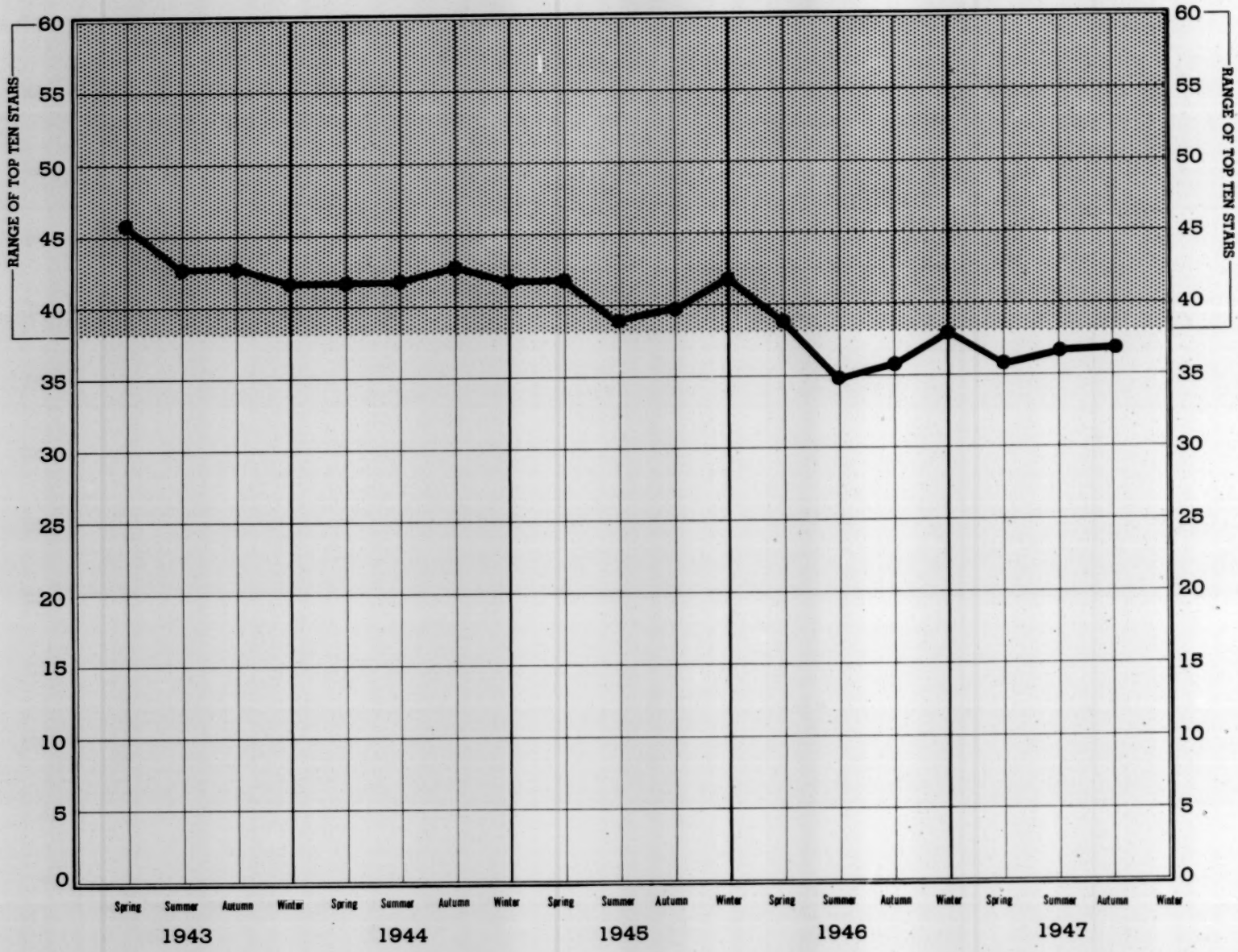
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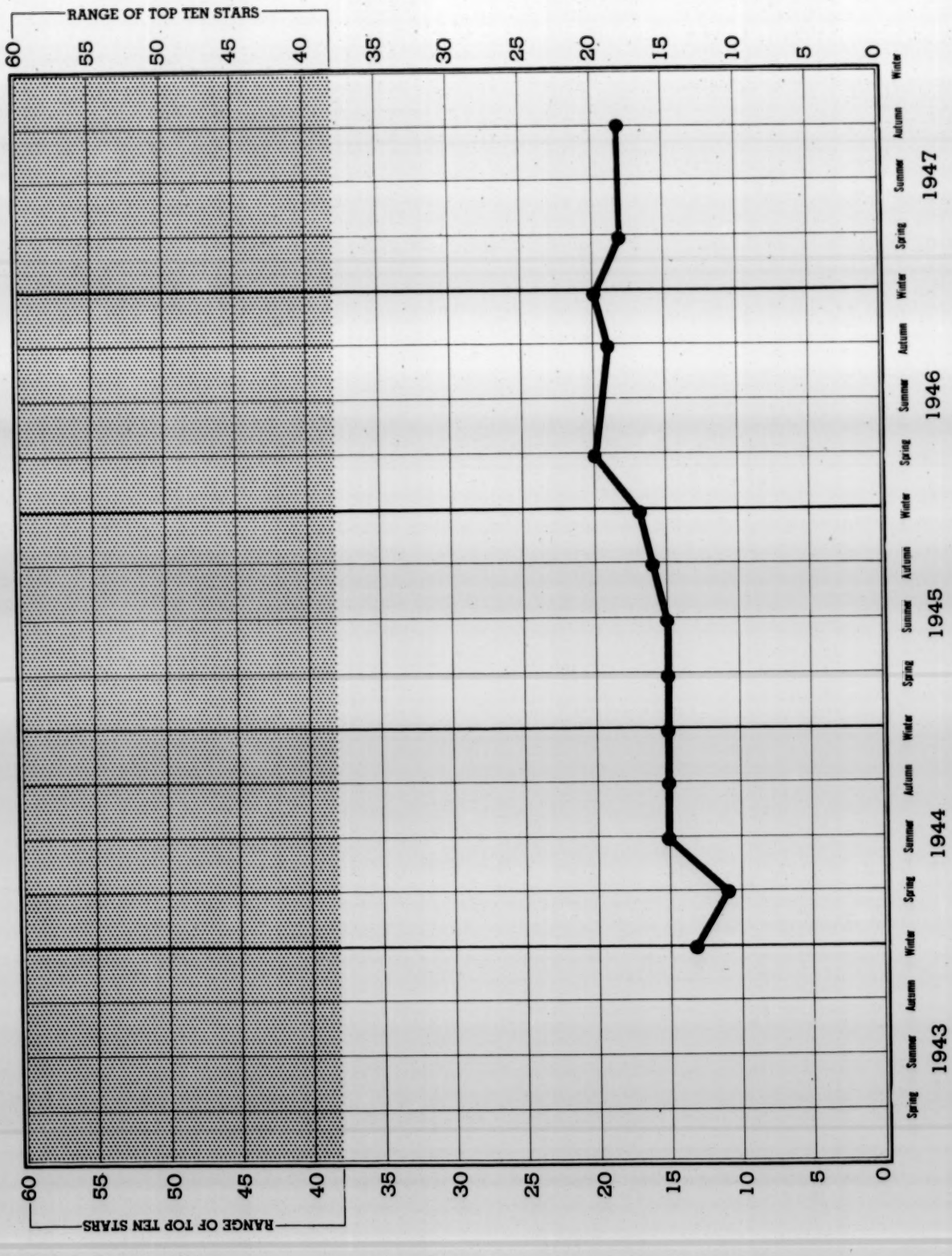
Joan DAVIS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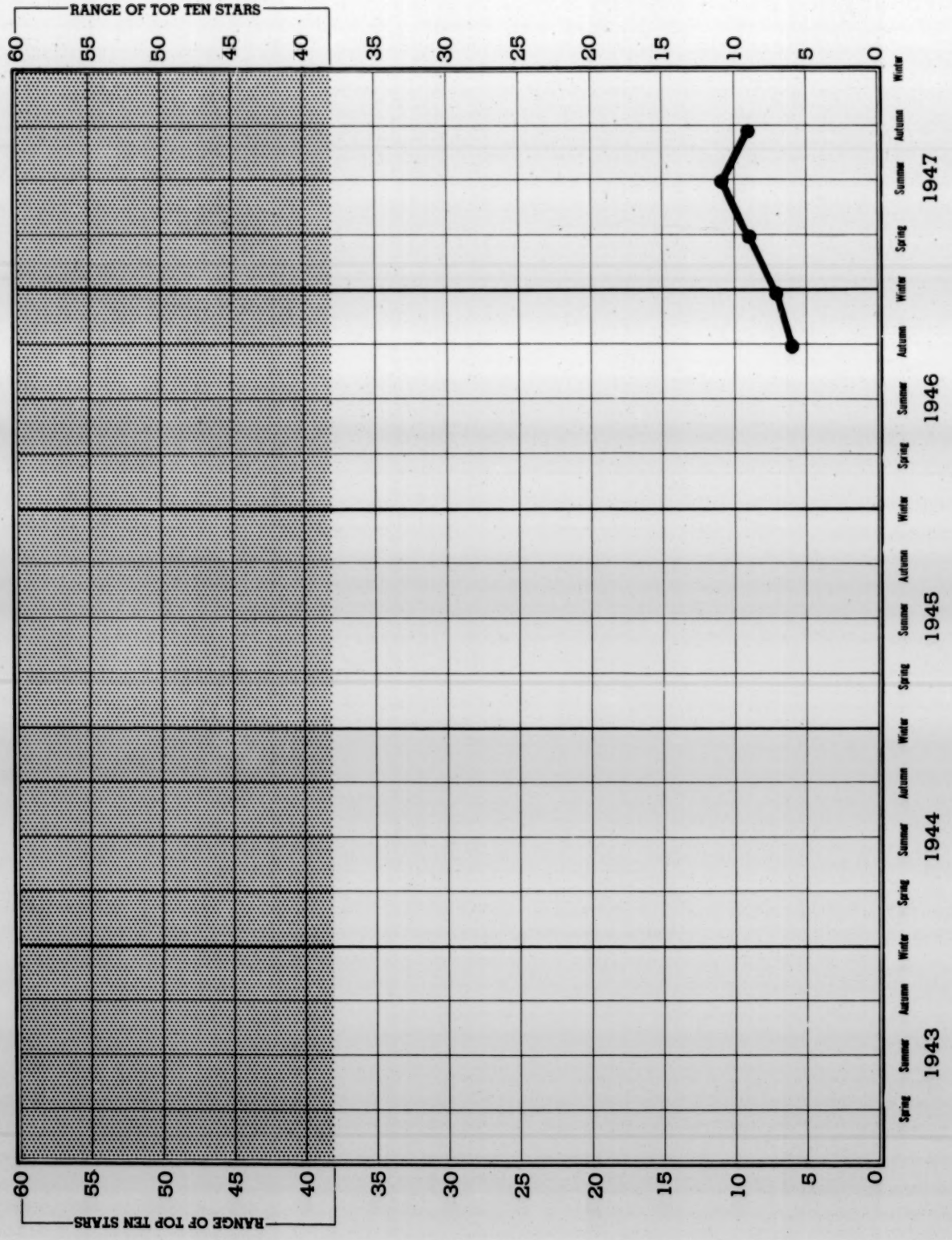
Dennis DAY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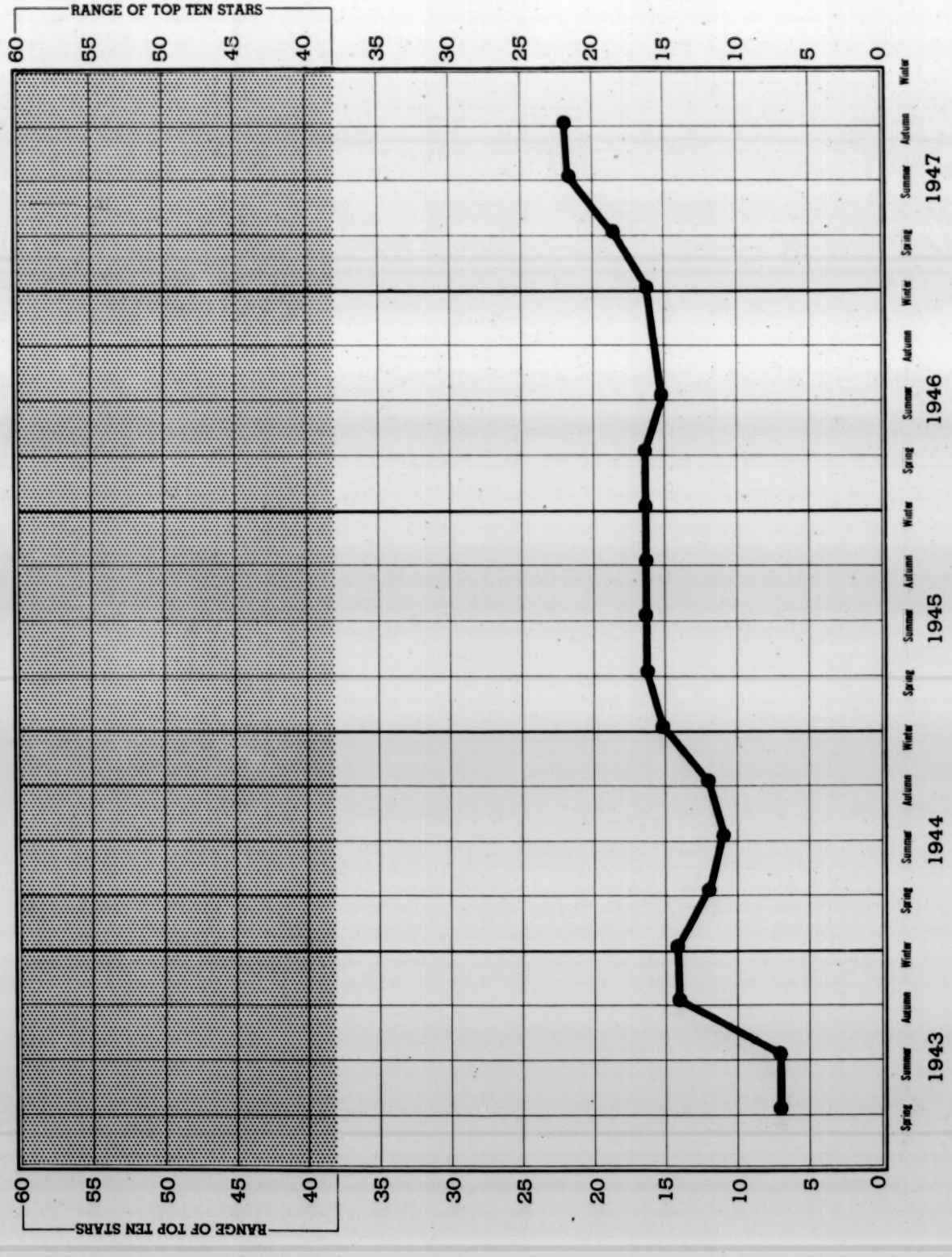
Laraine DAY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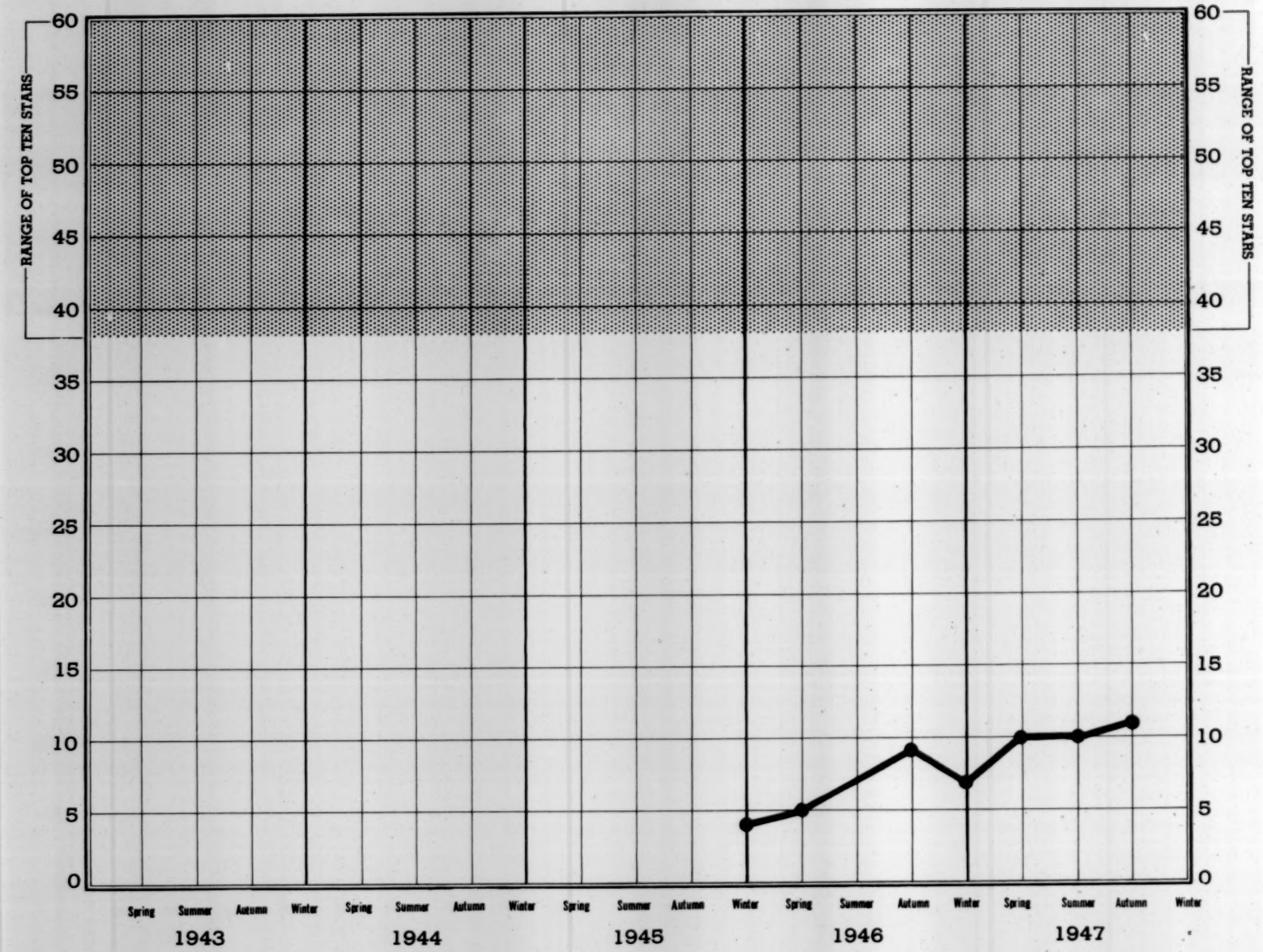
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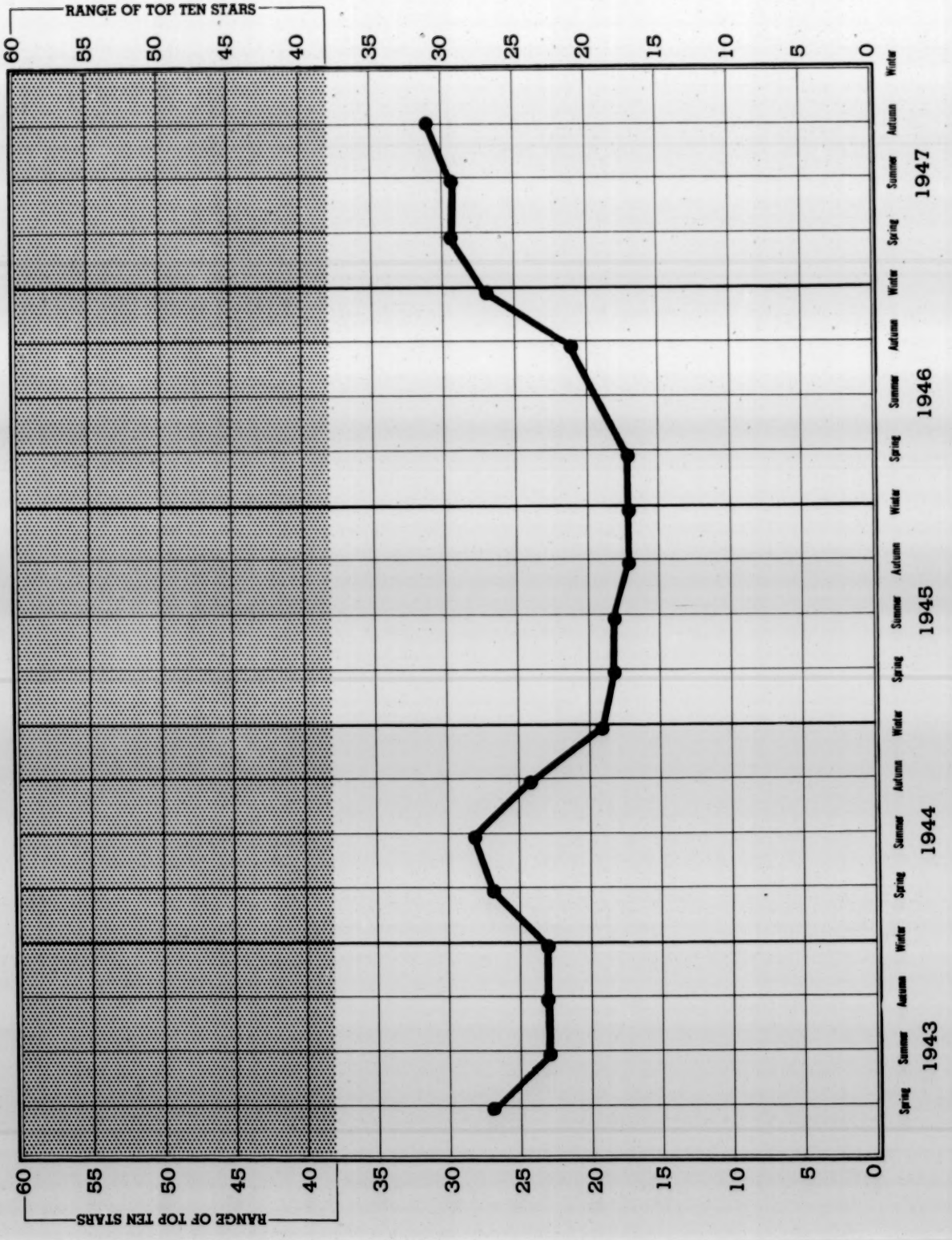
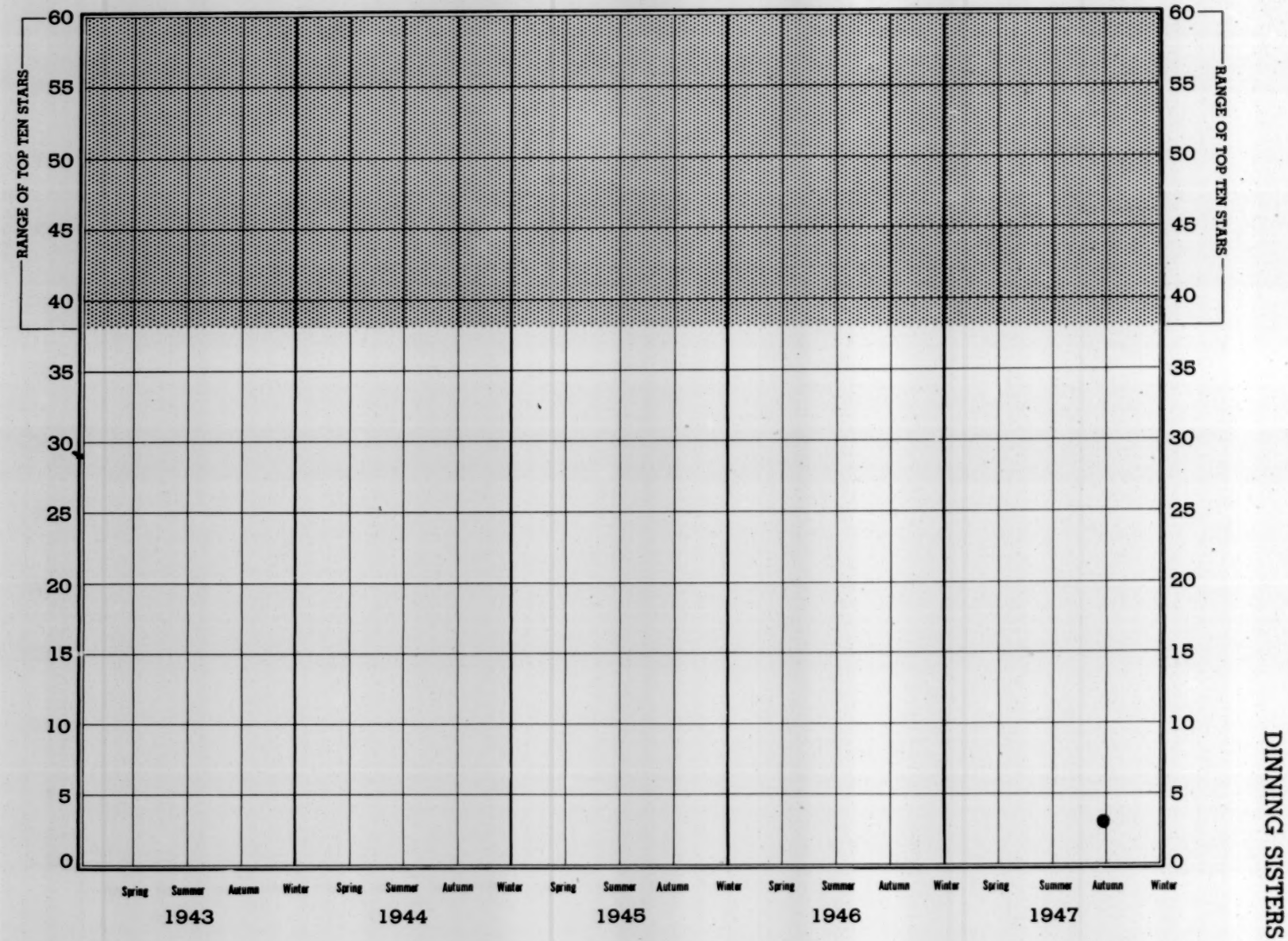
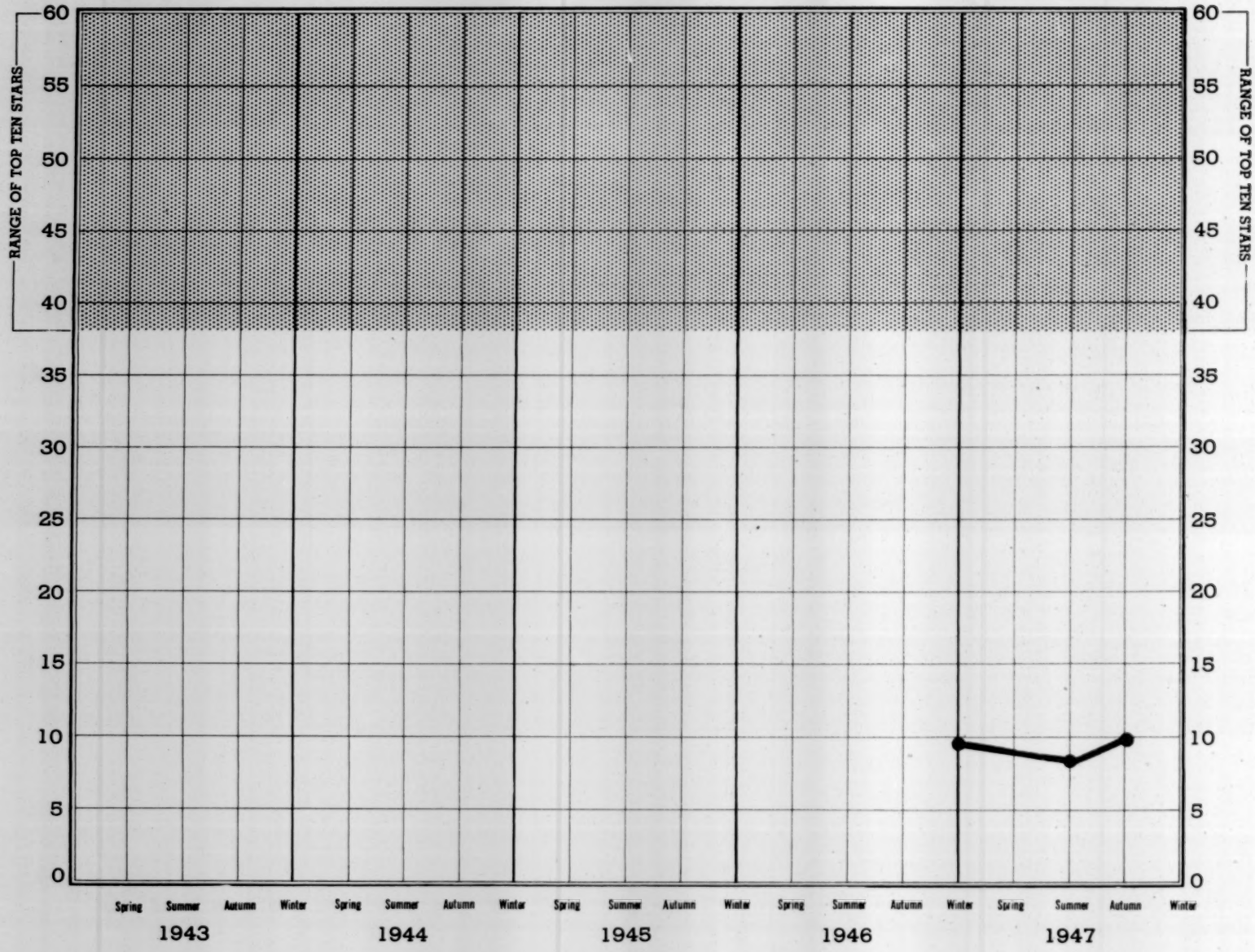
Olivia DE HAVILLAND





DINNING SISTERS



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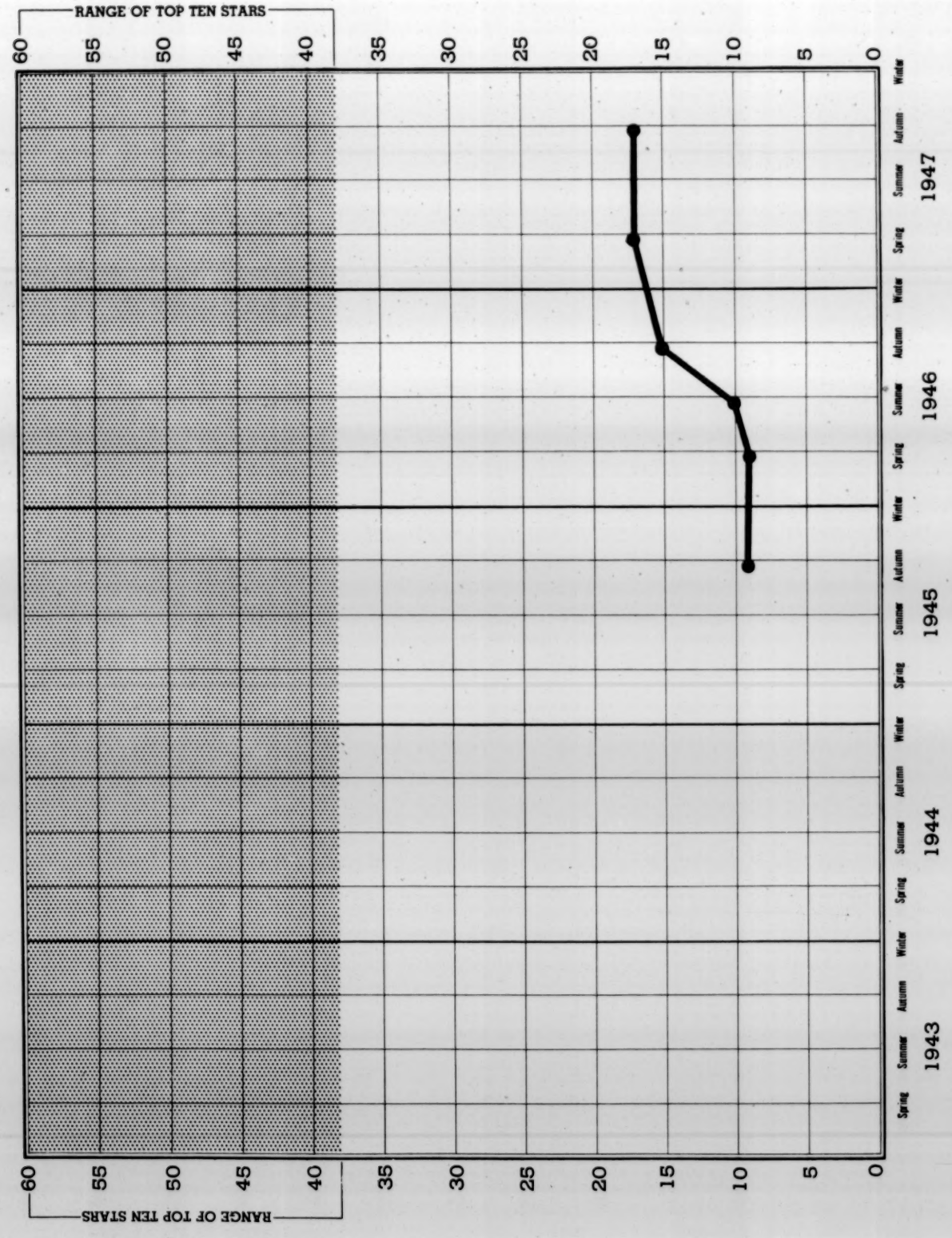
Tom DRAKE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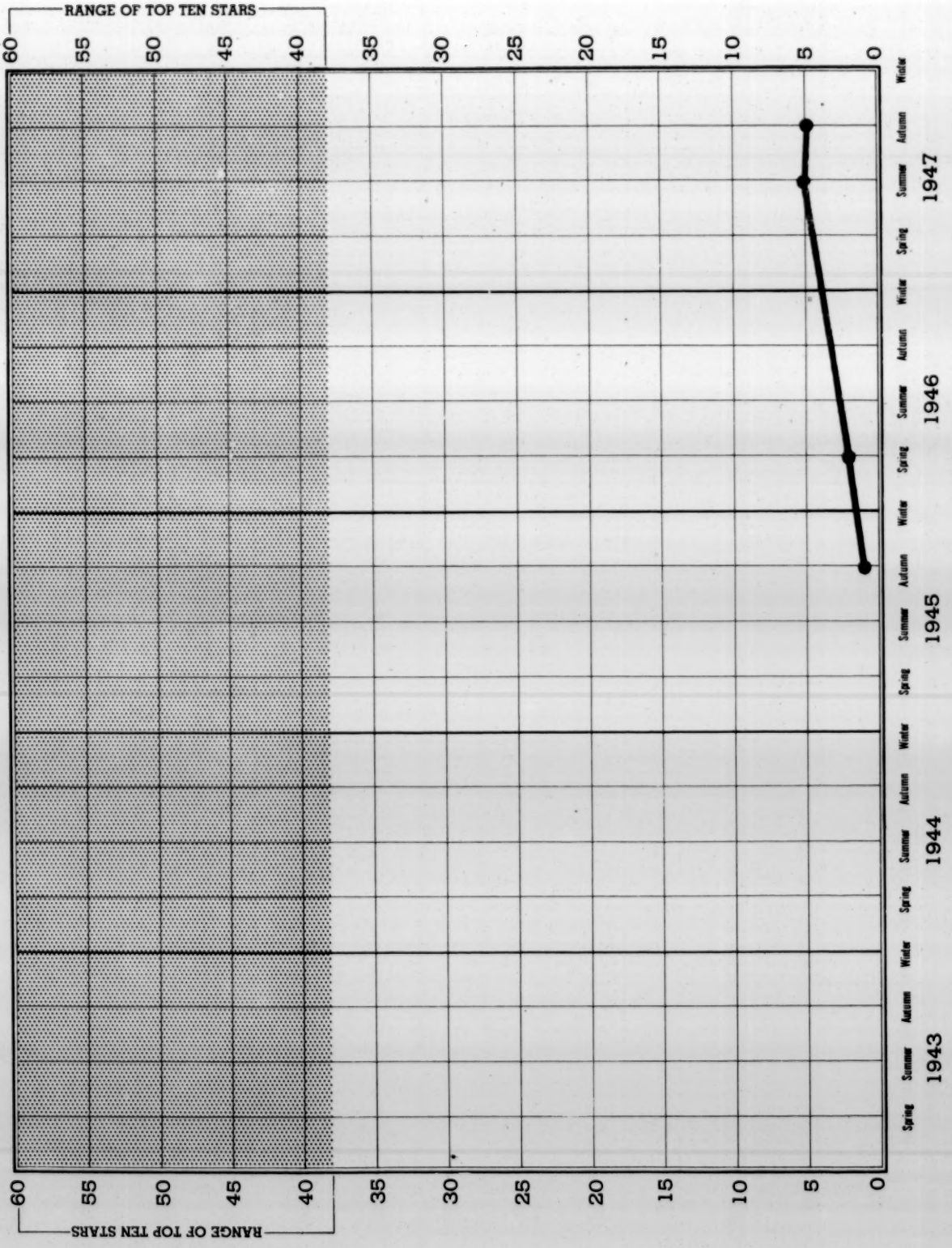
Ellen DREW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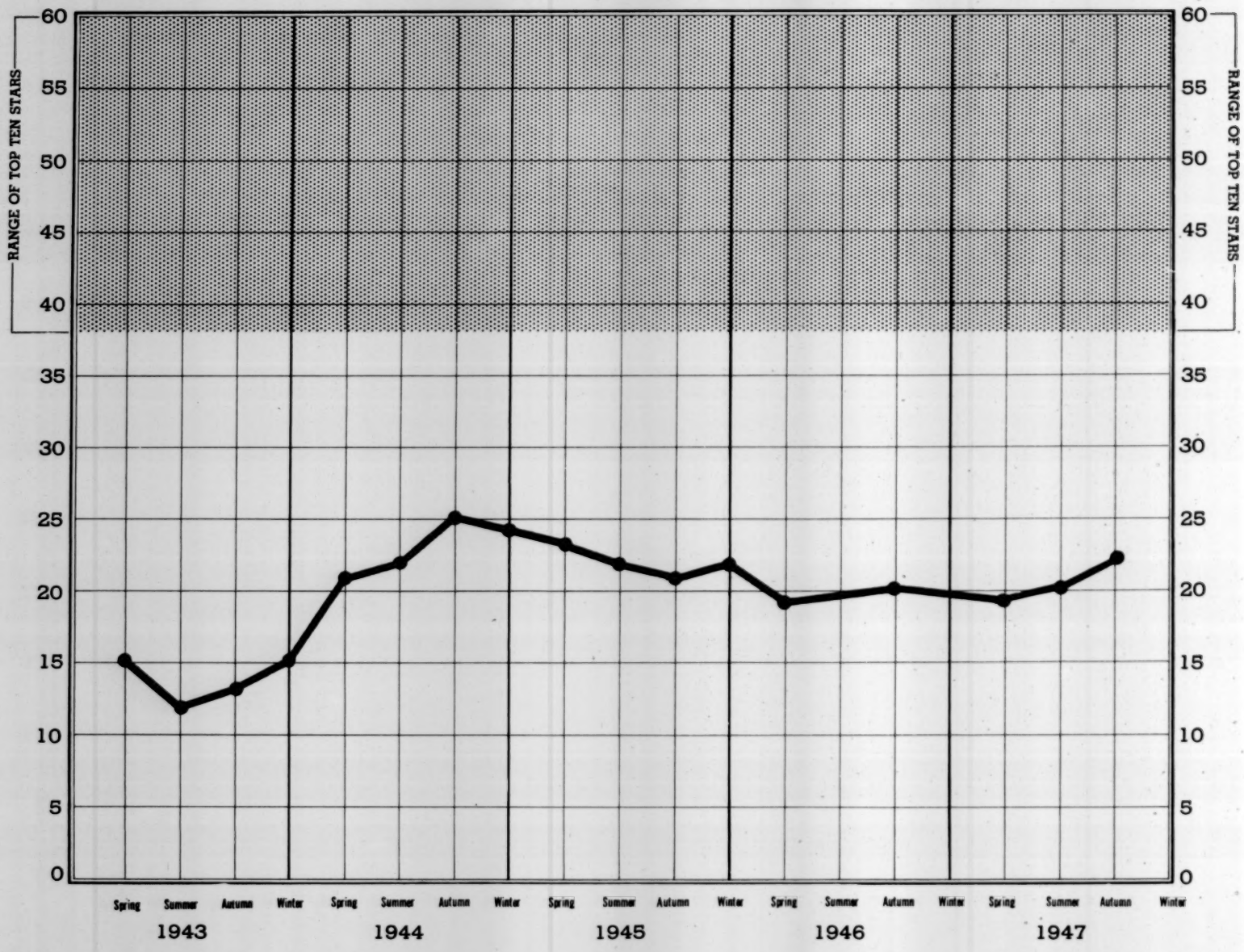
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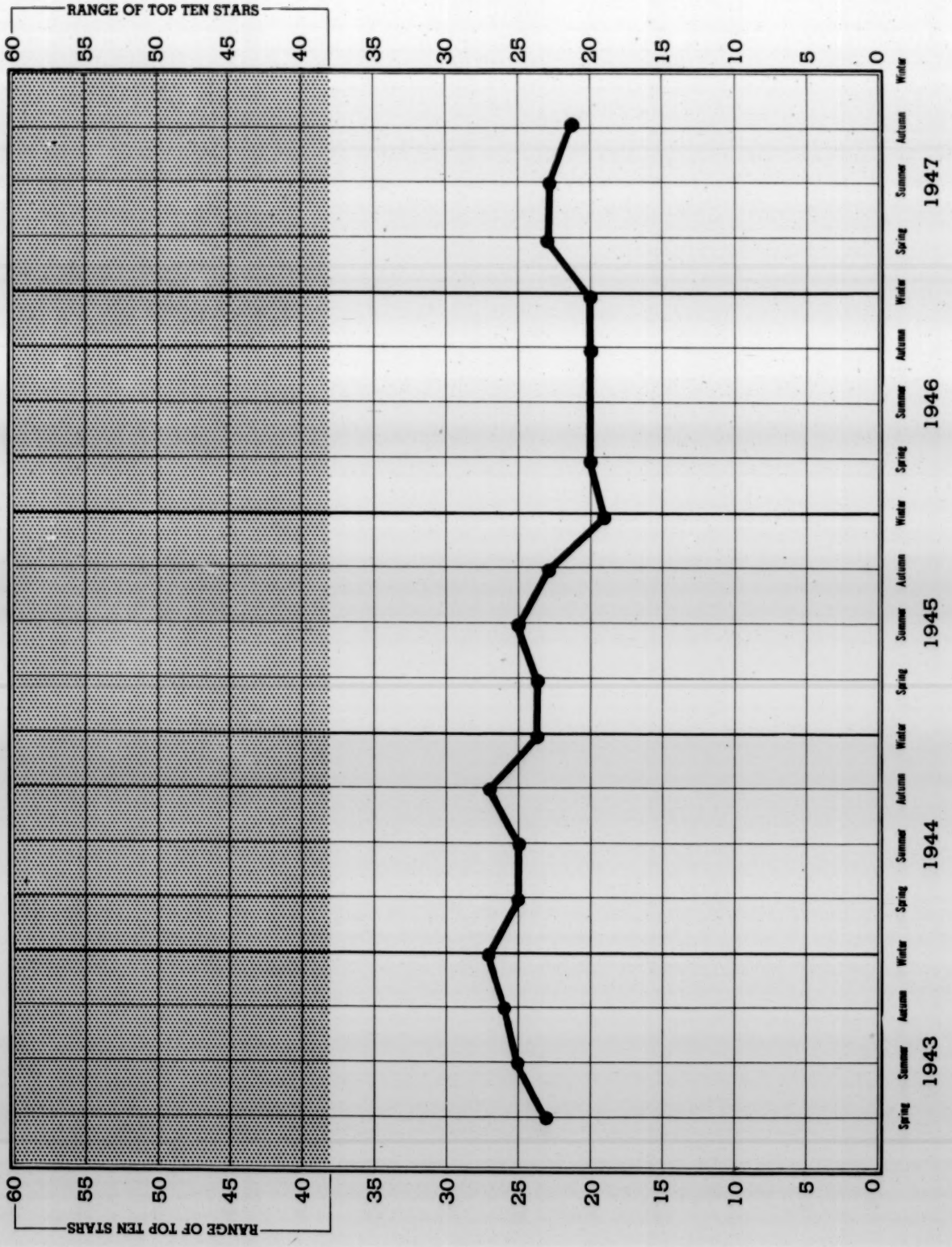
Irene DUNNE

Deanna DURBIN



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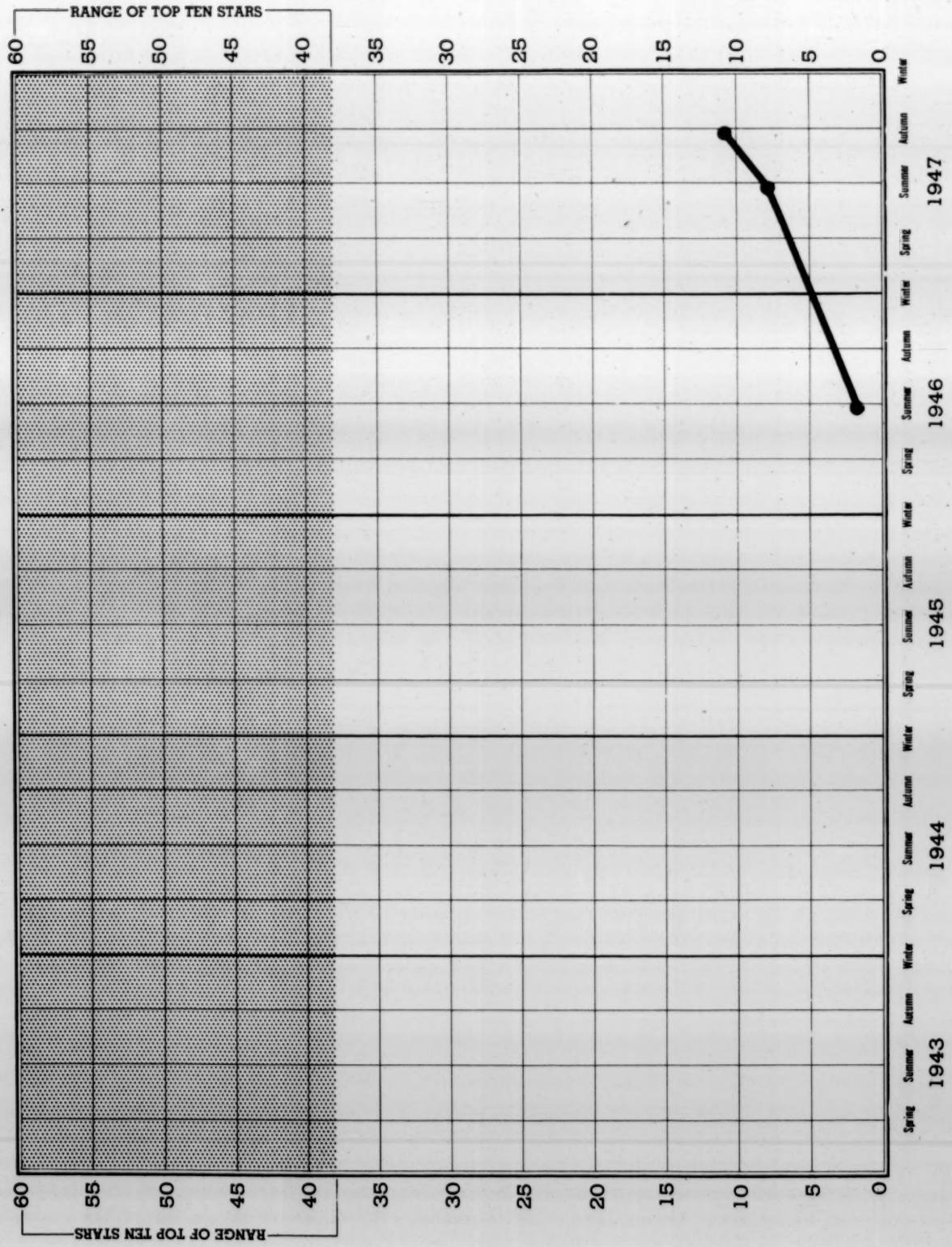
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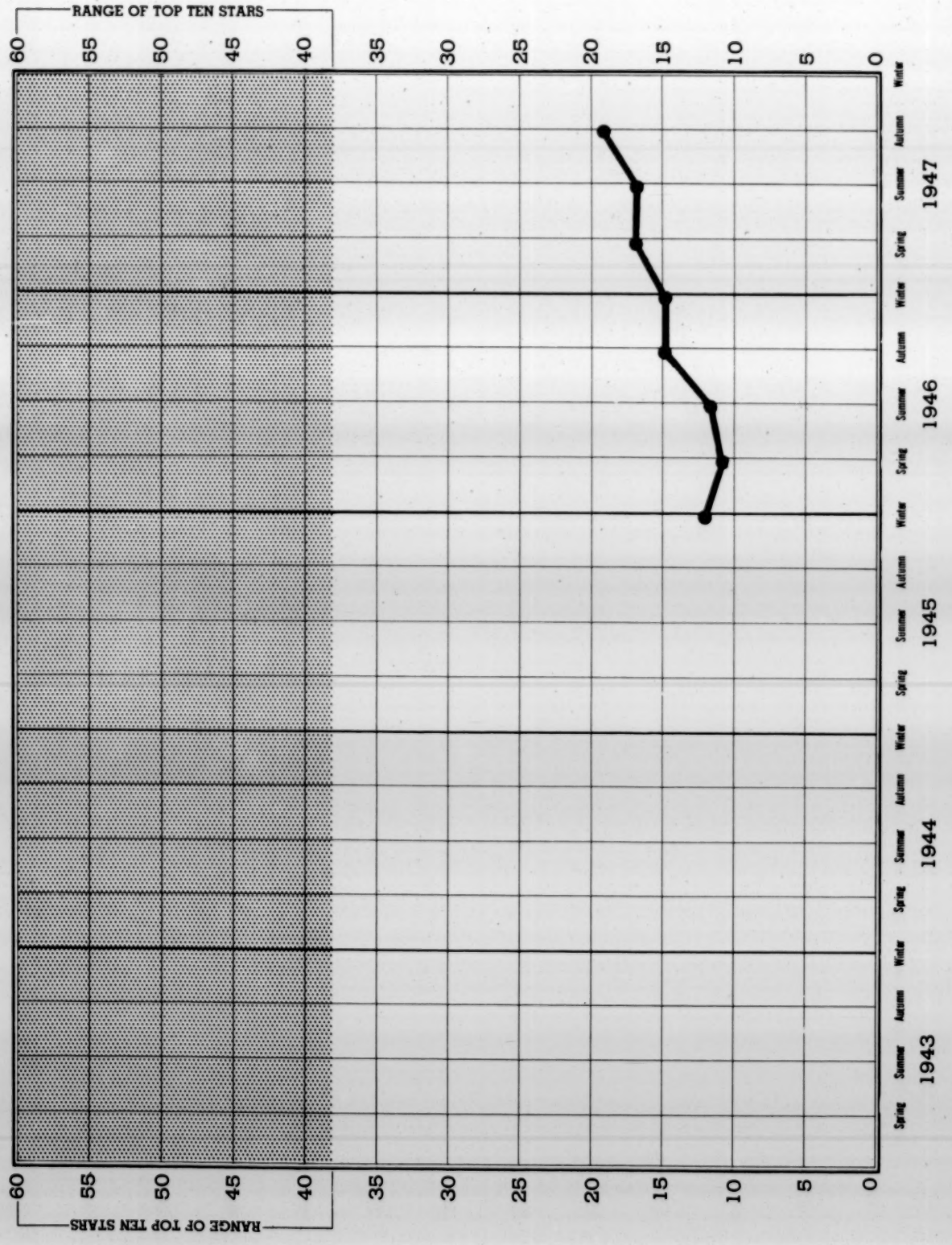
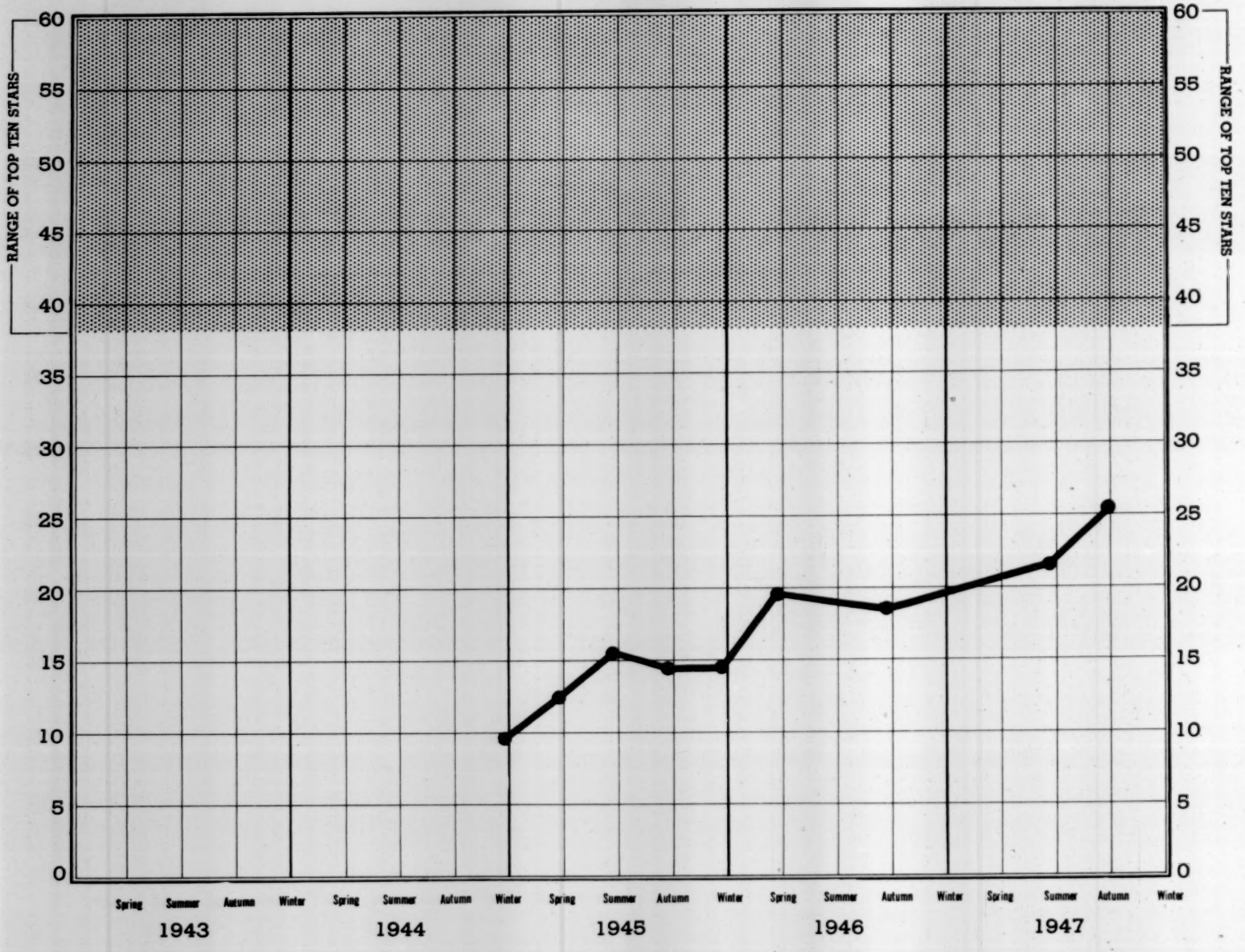
Douglas FAIRBANKS, Jr.





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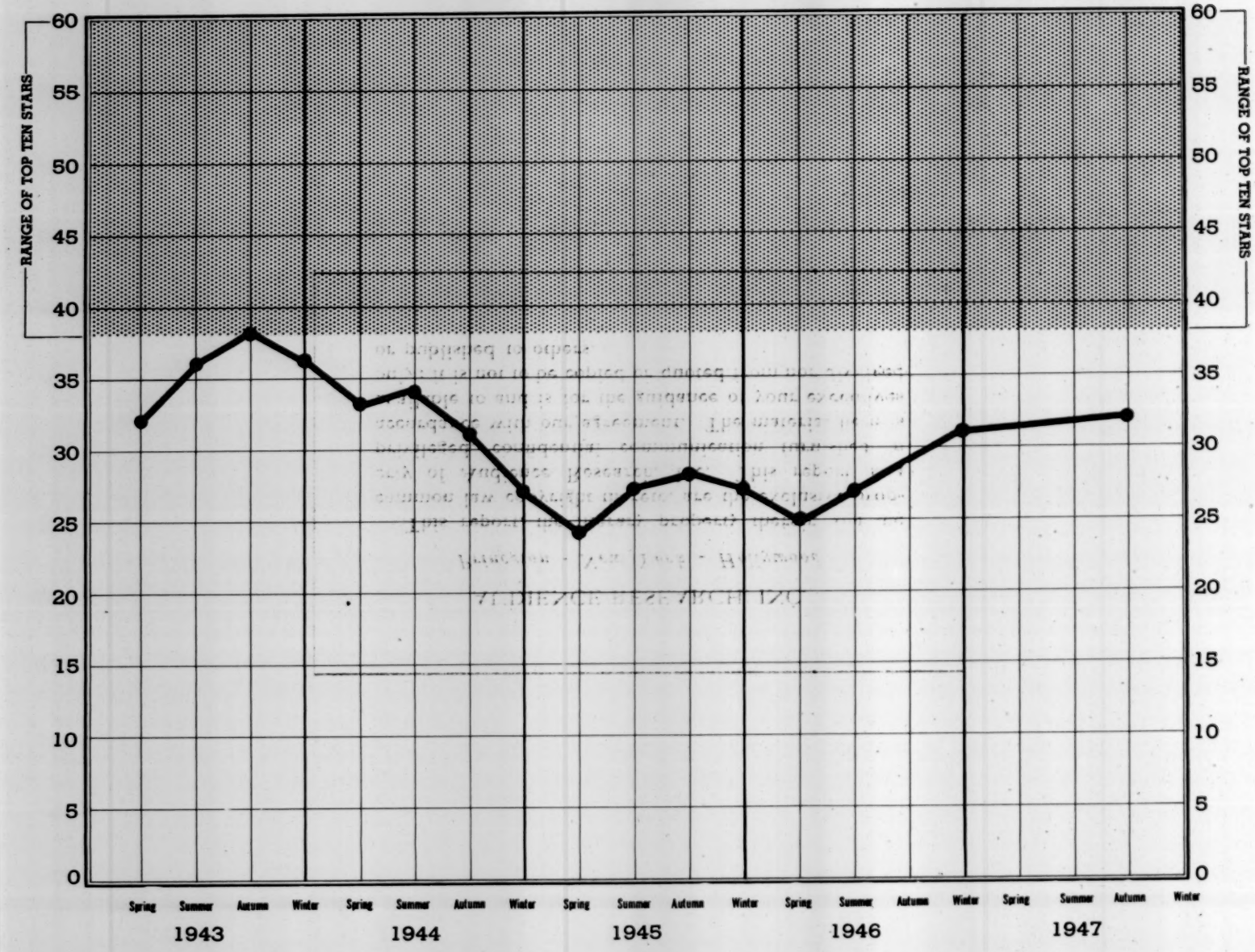
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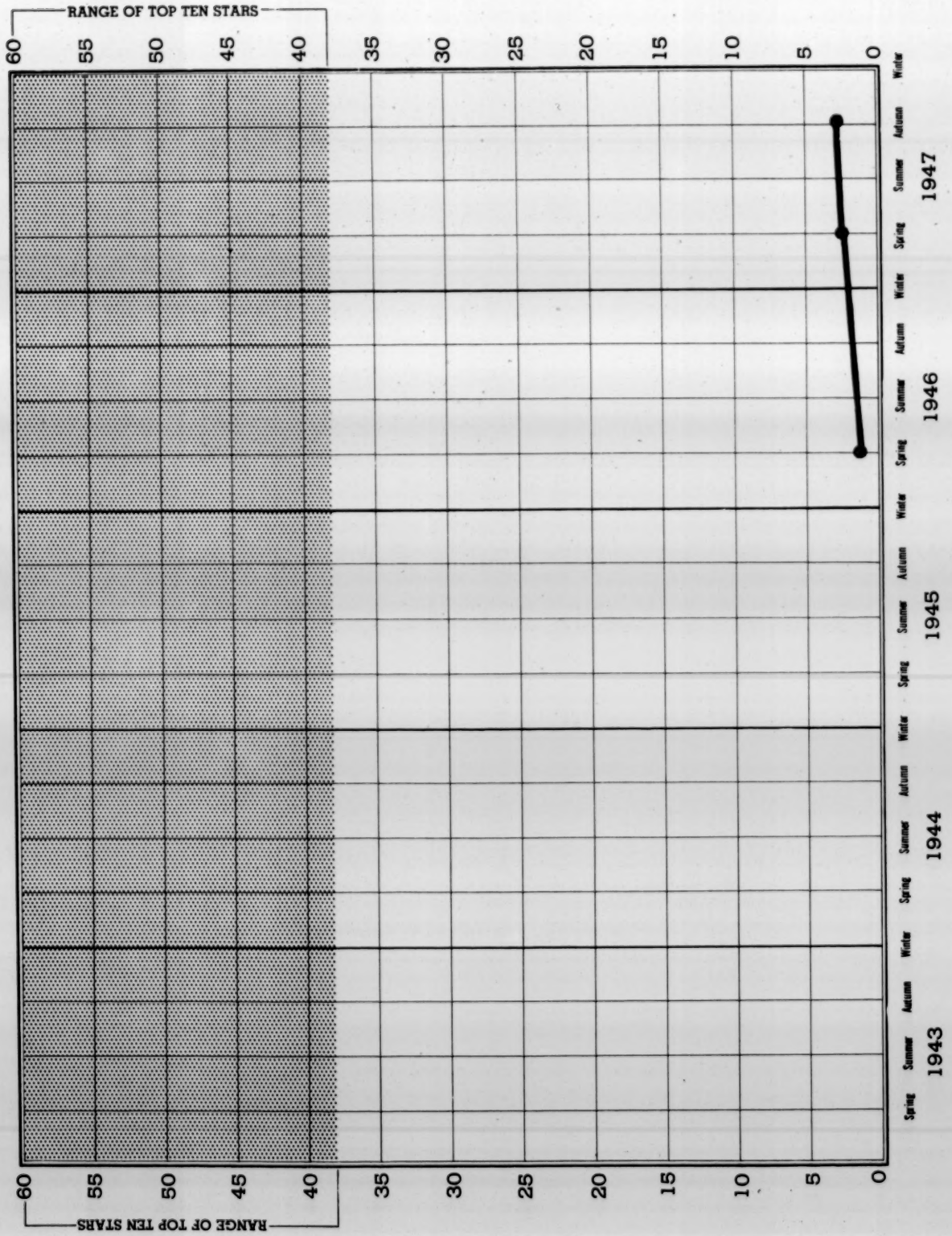
Errol FLYNN

Nina FOCH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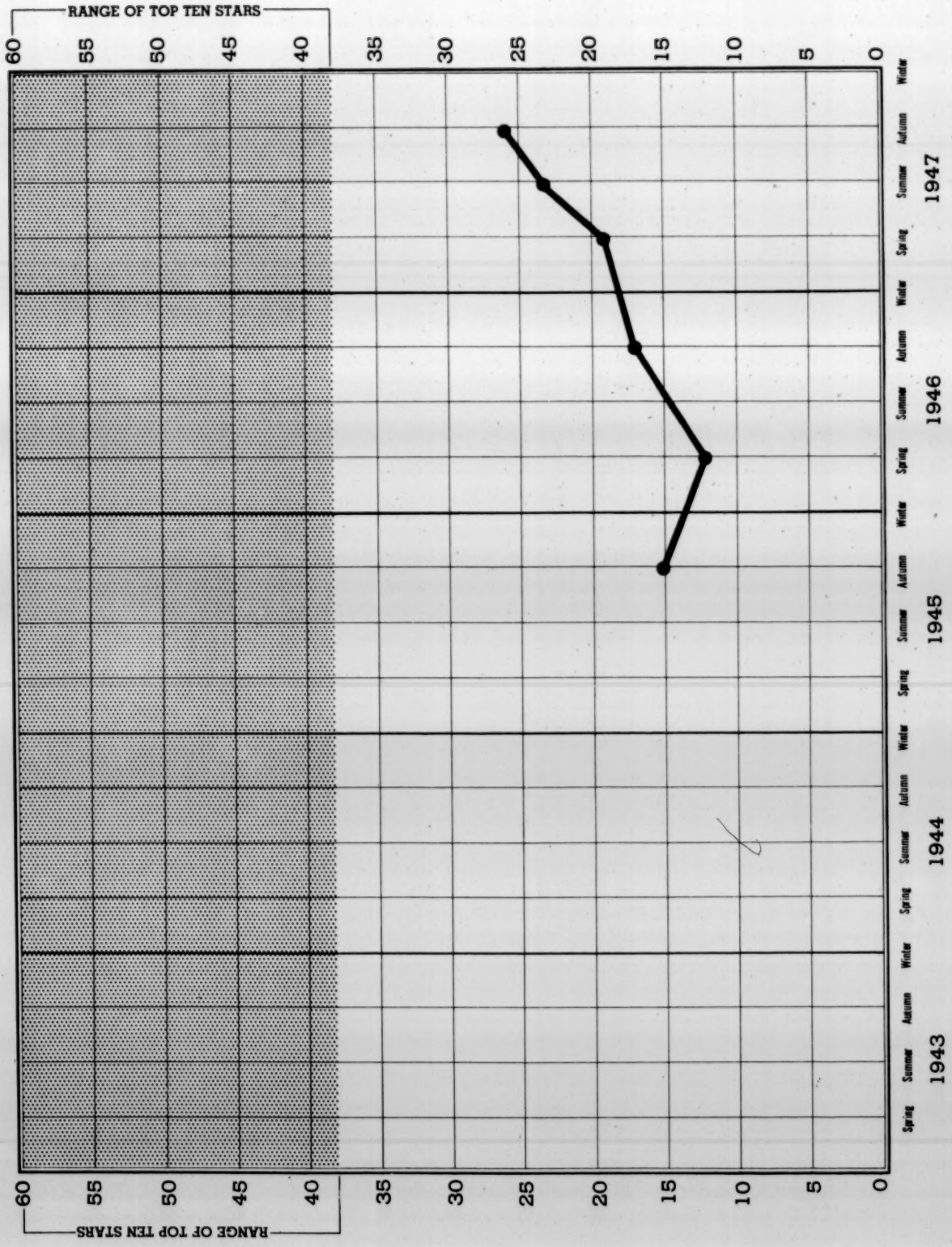
Henry FONDA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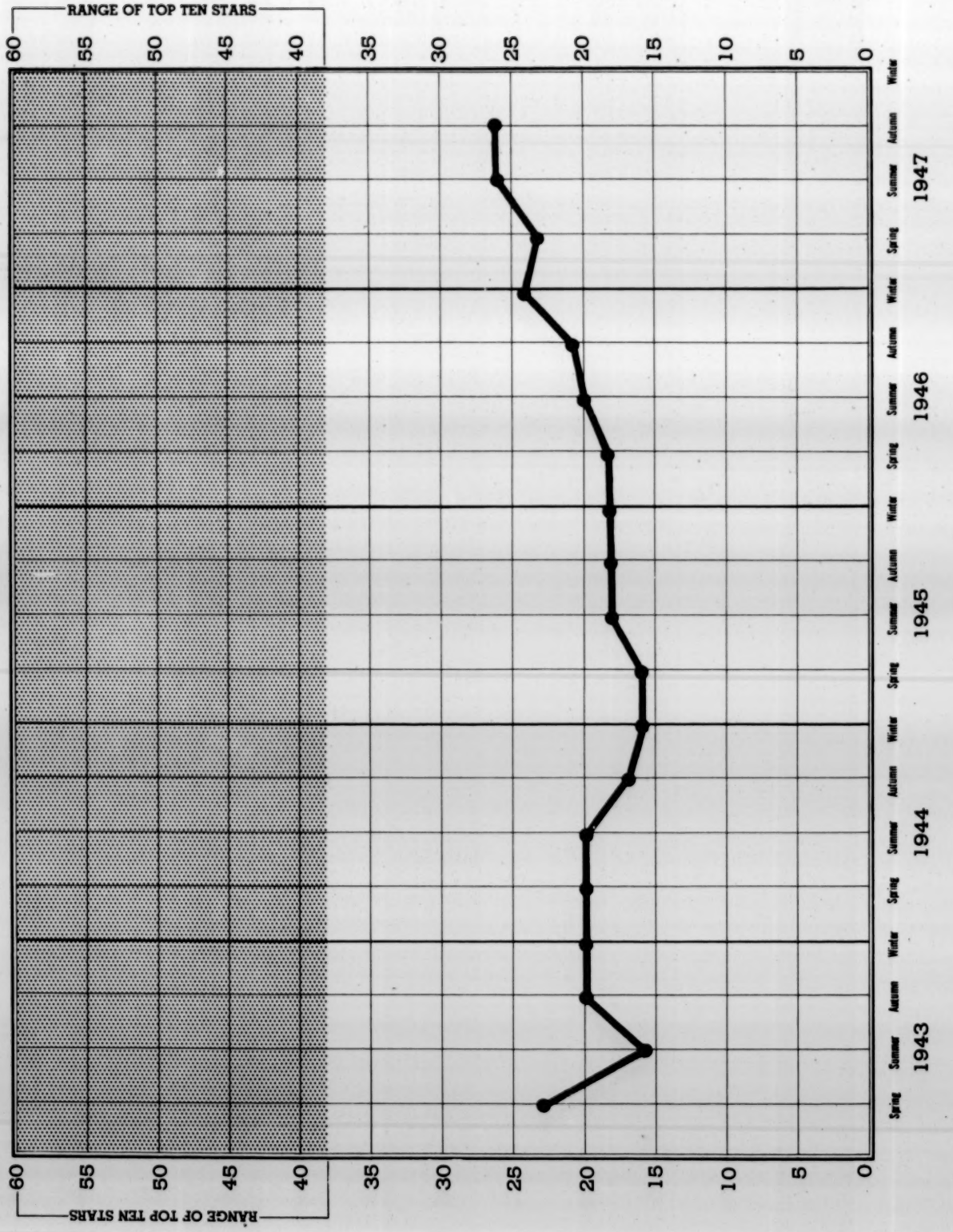
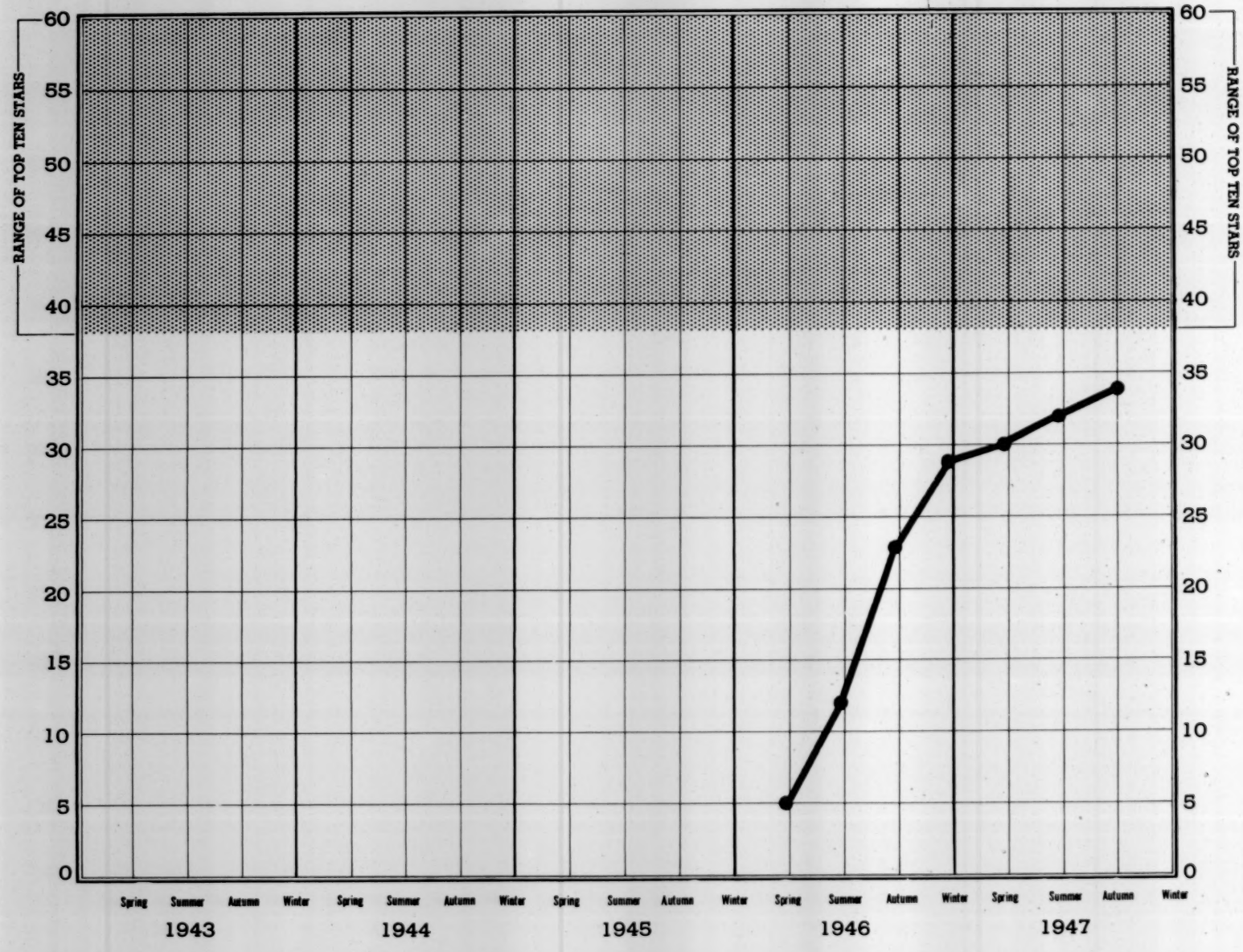
Joan FONTAINE

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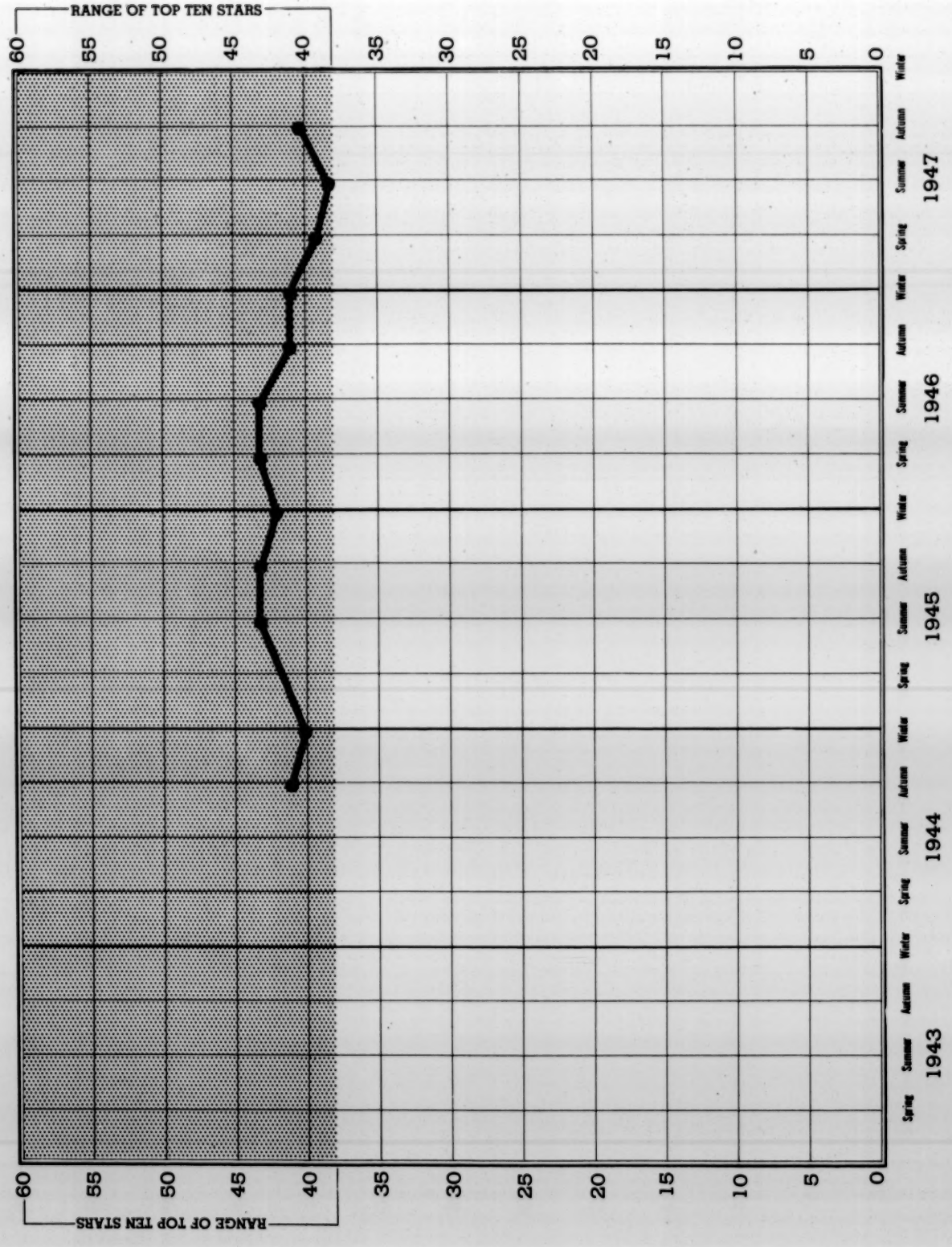
Glenn FORD

Clark GABLE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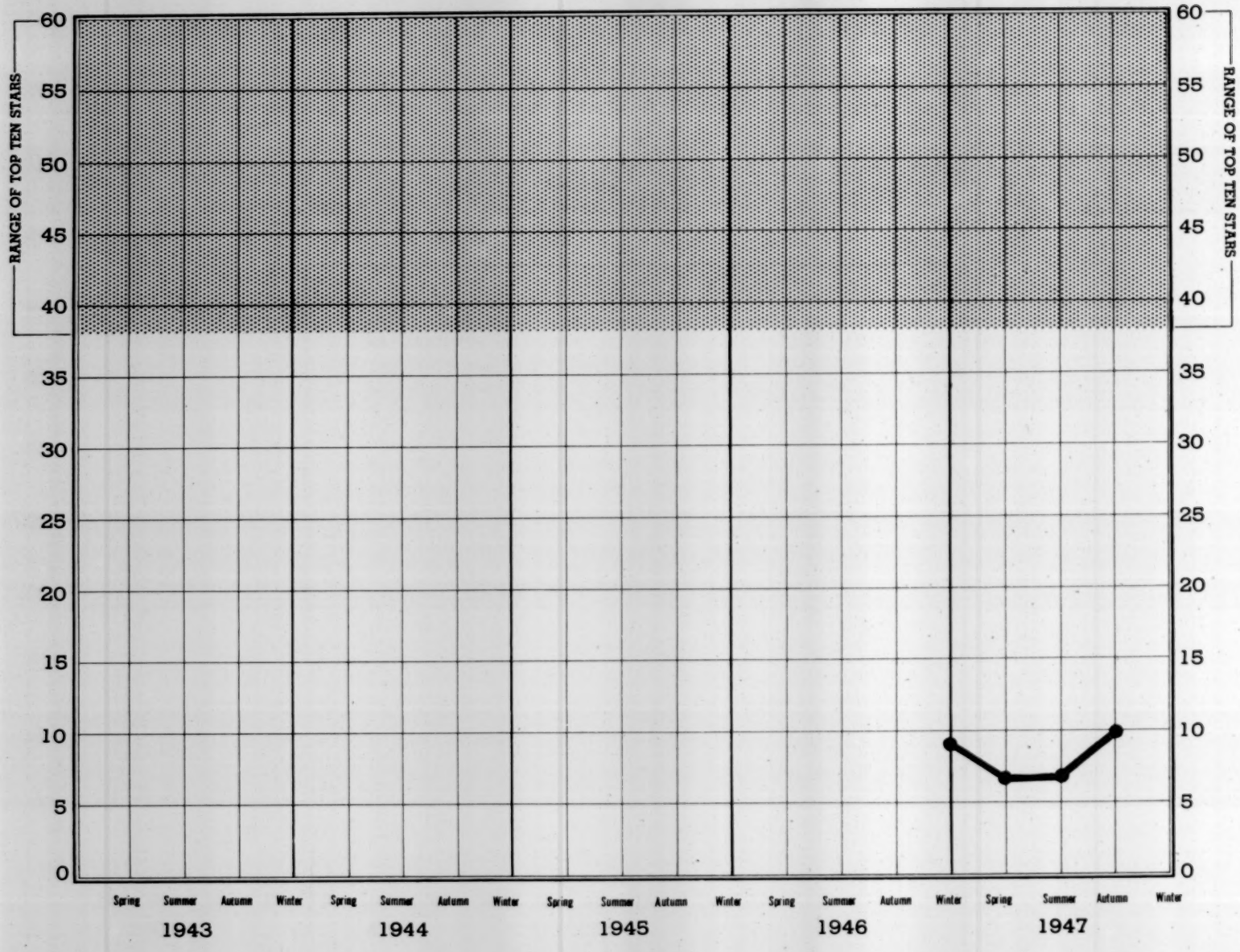
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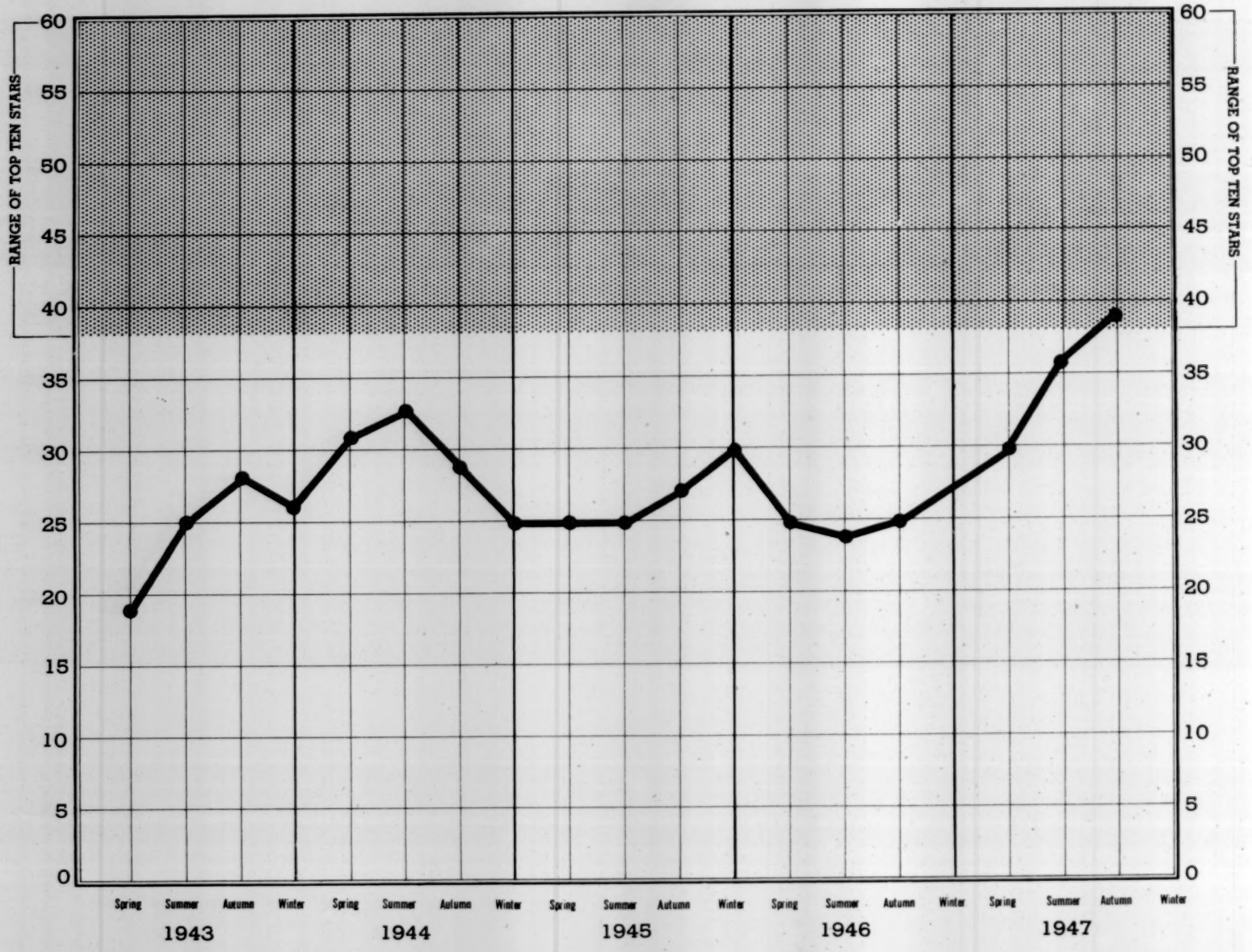
Ava GARDNER



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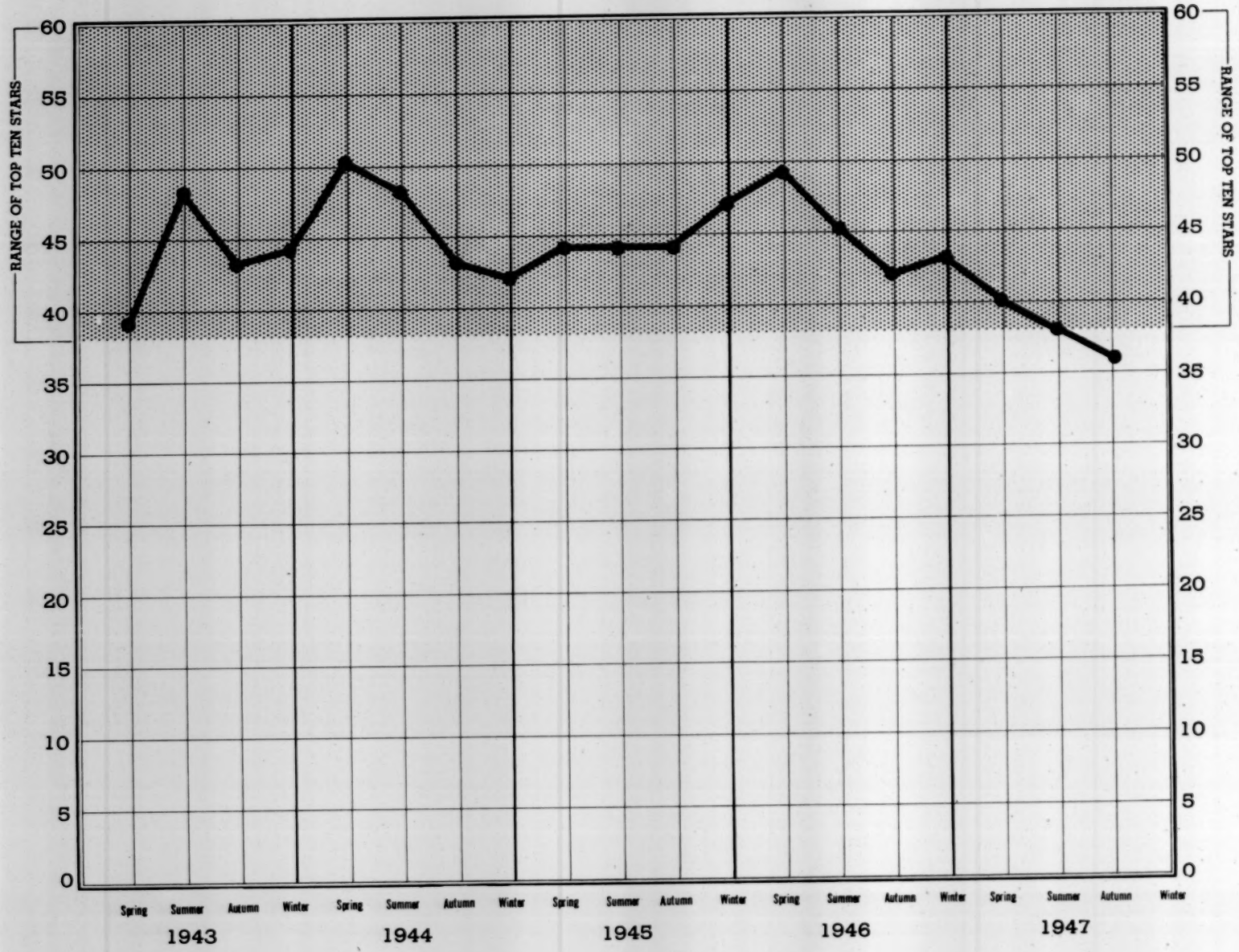

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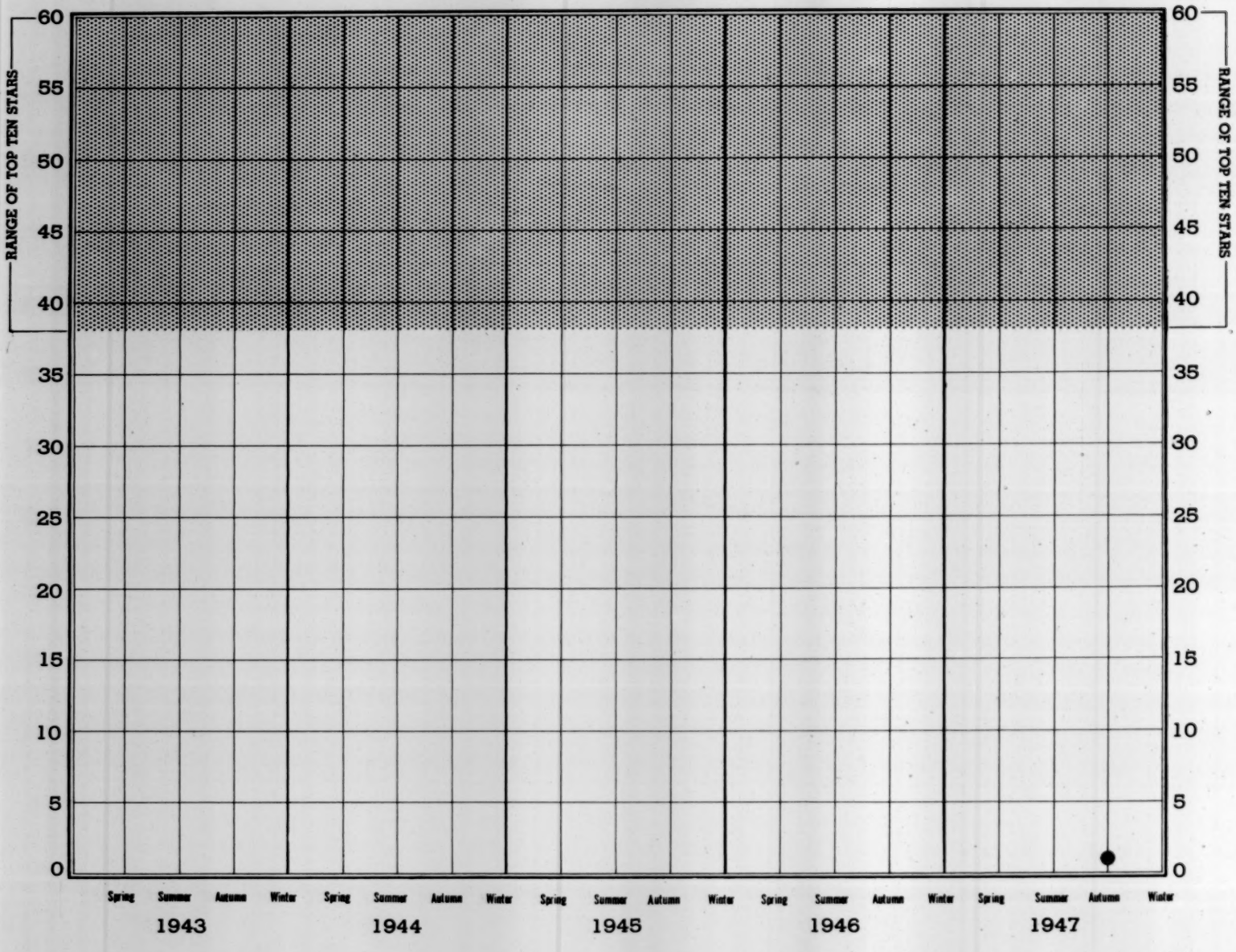
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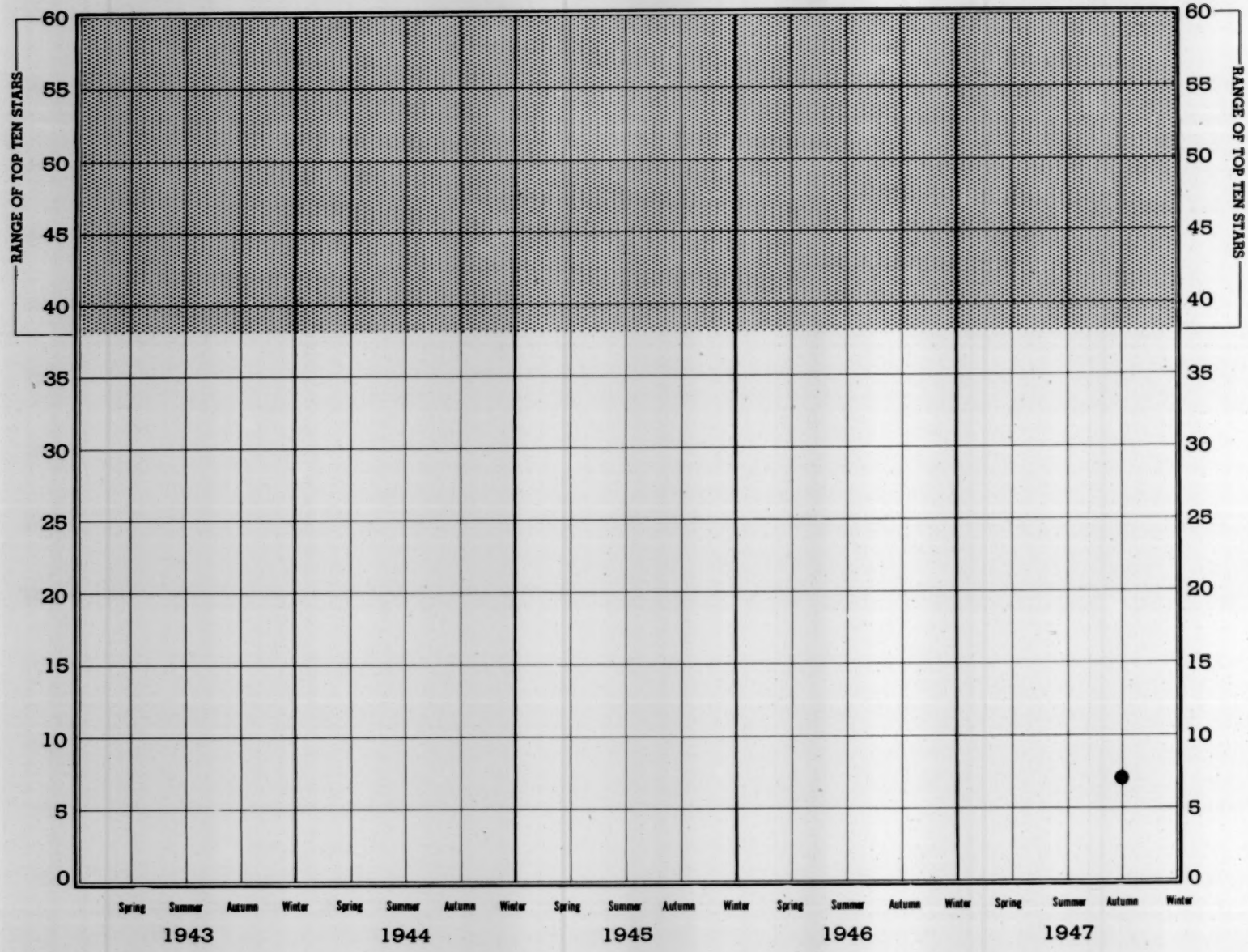
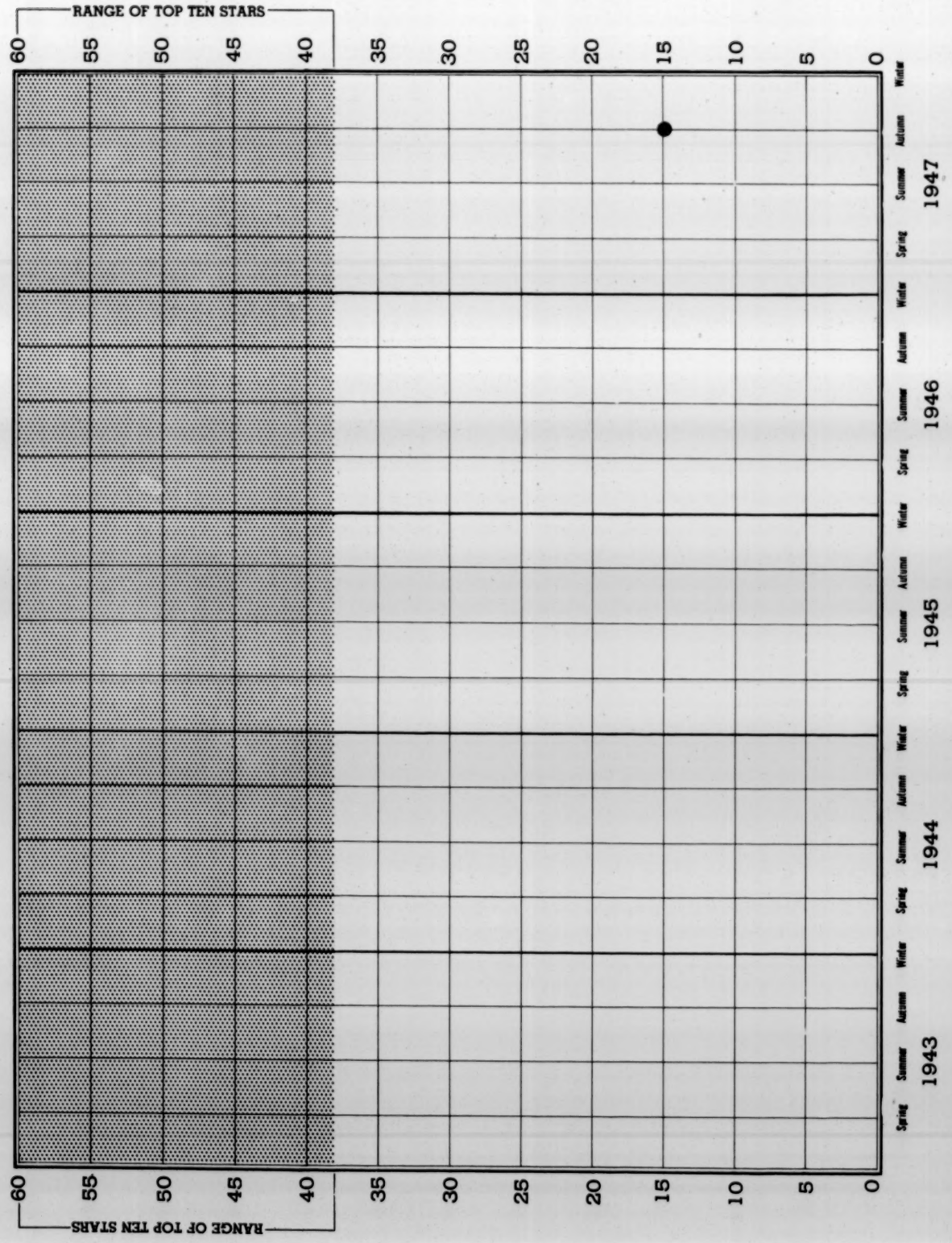
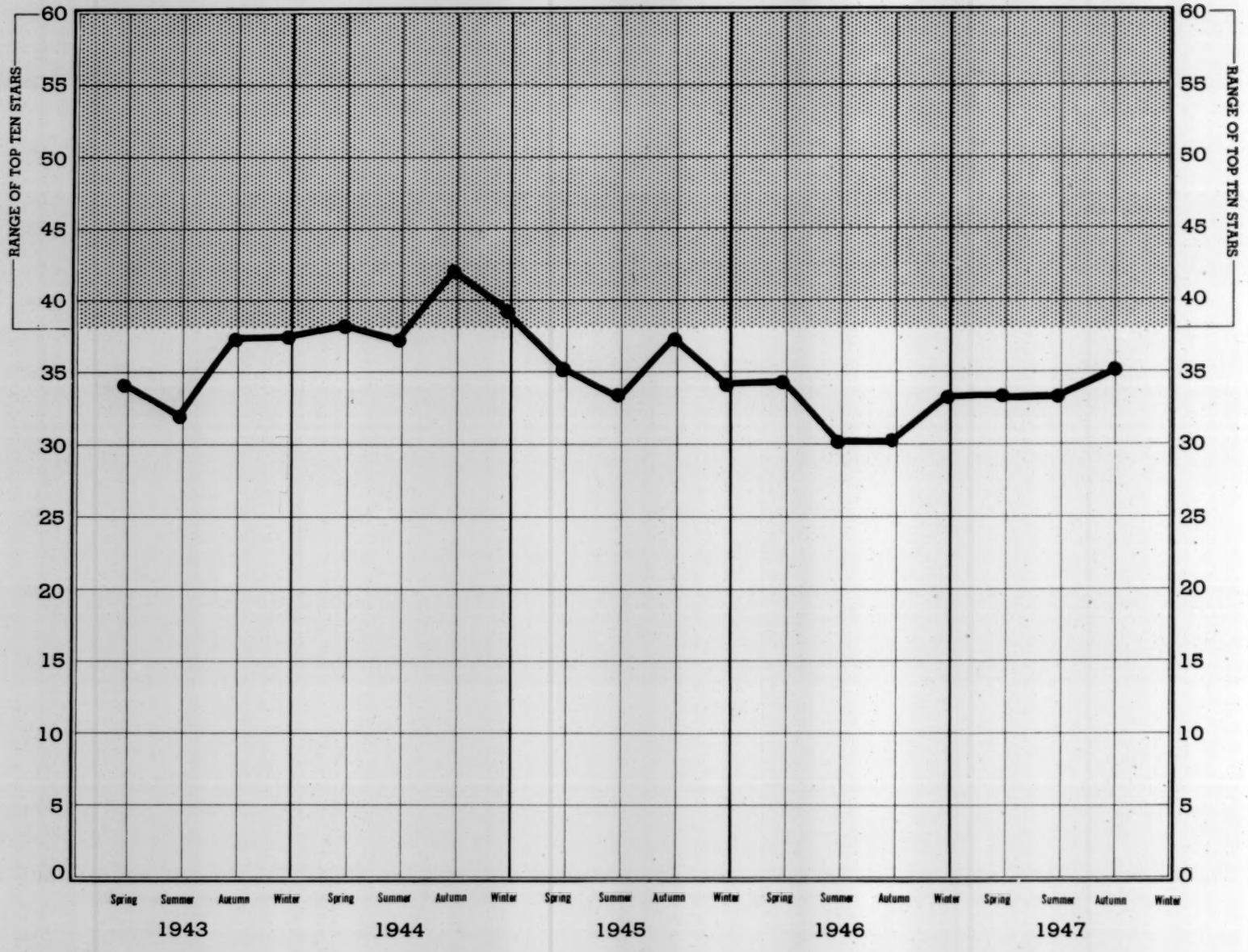
Leo GENN



GOLDWYN GIRLS

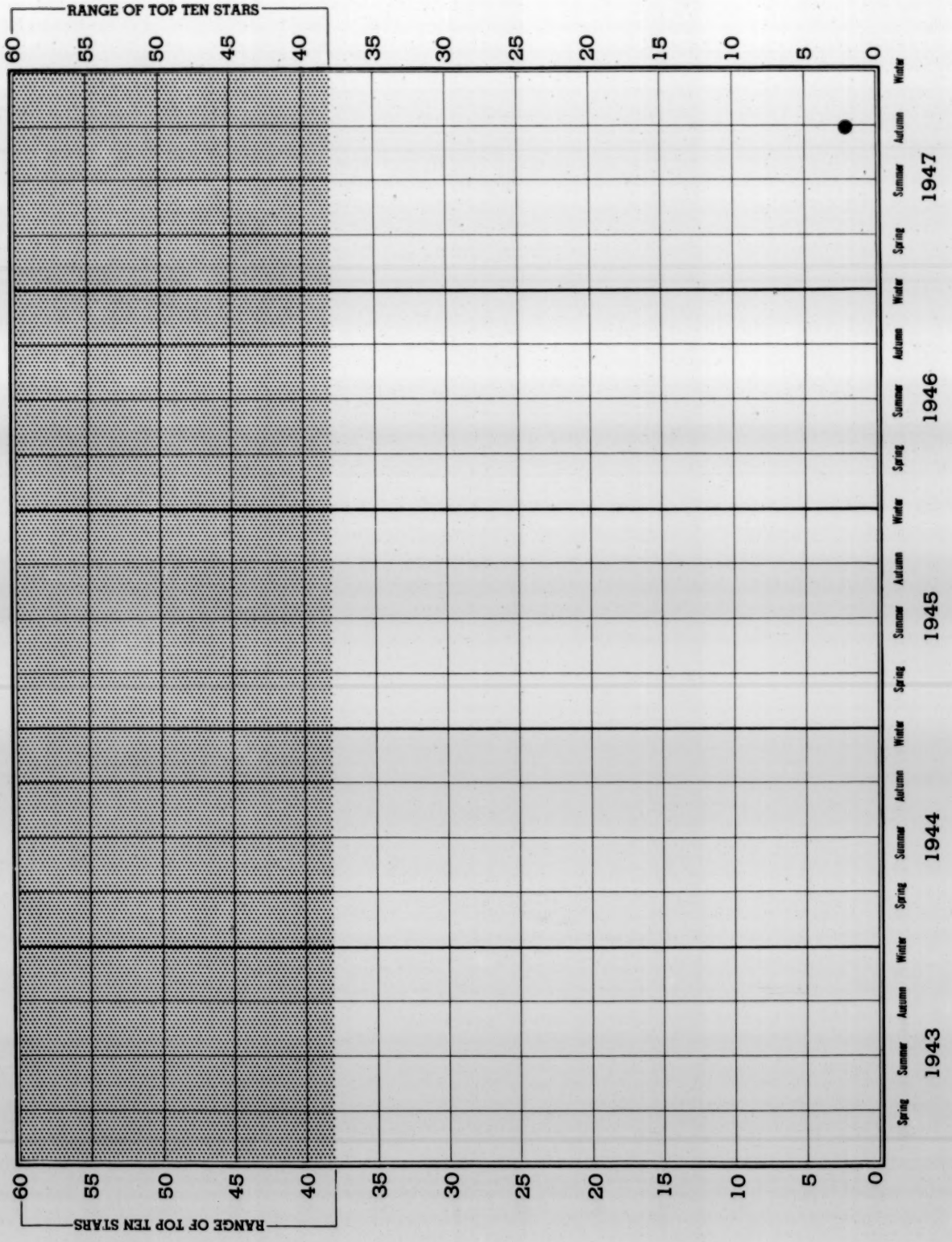
Benny GOODMAN

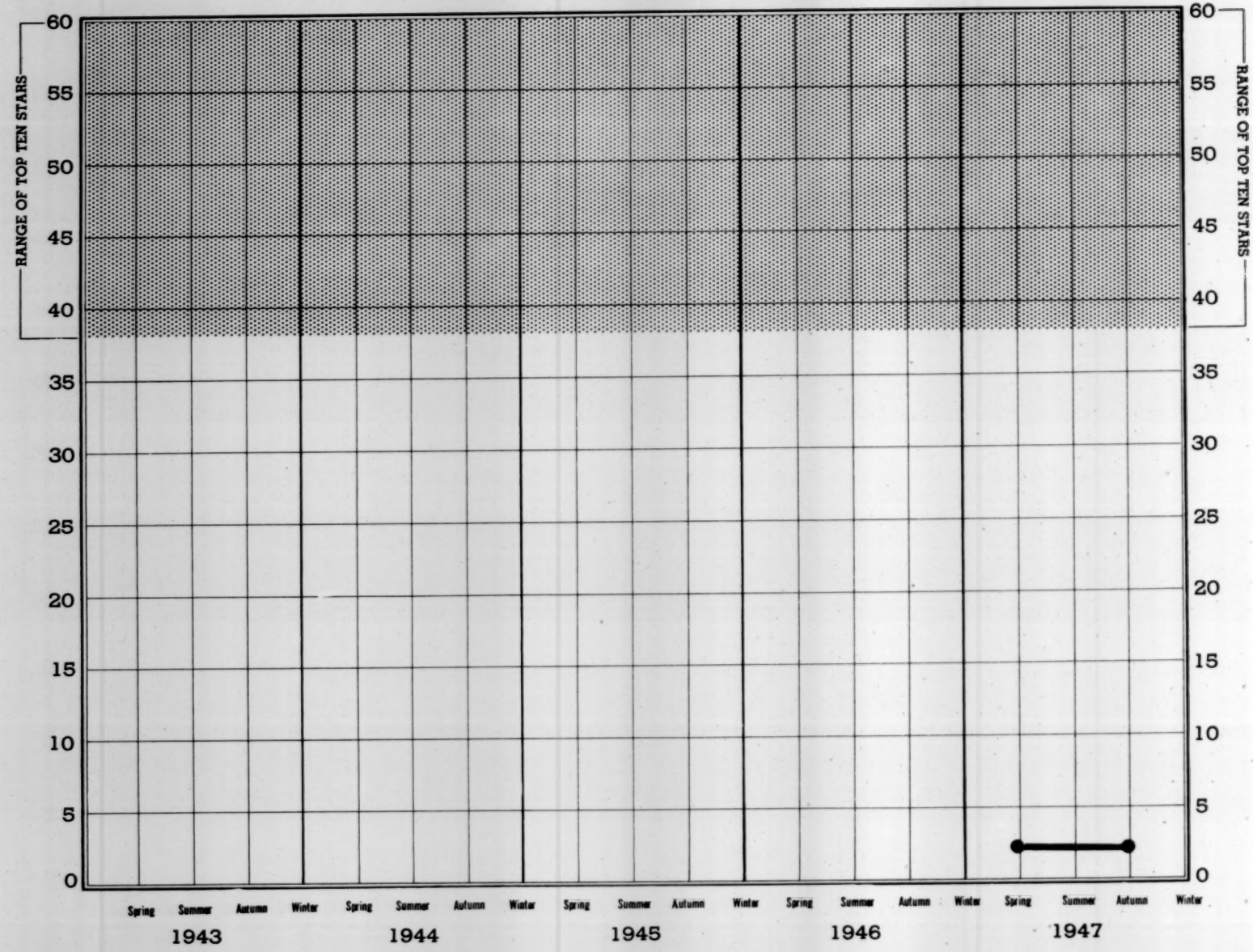




Betty GRABLE

Gloria GRAHAME





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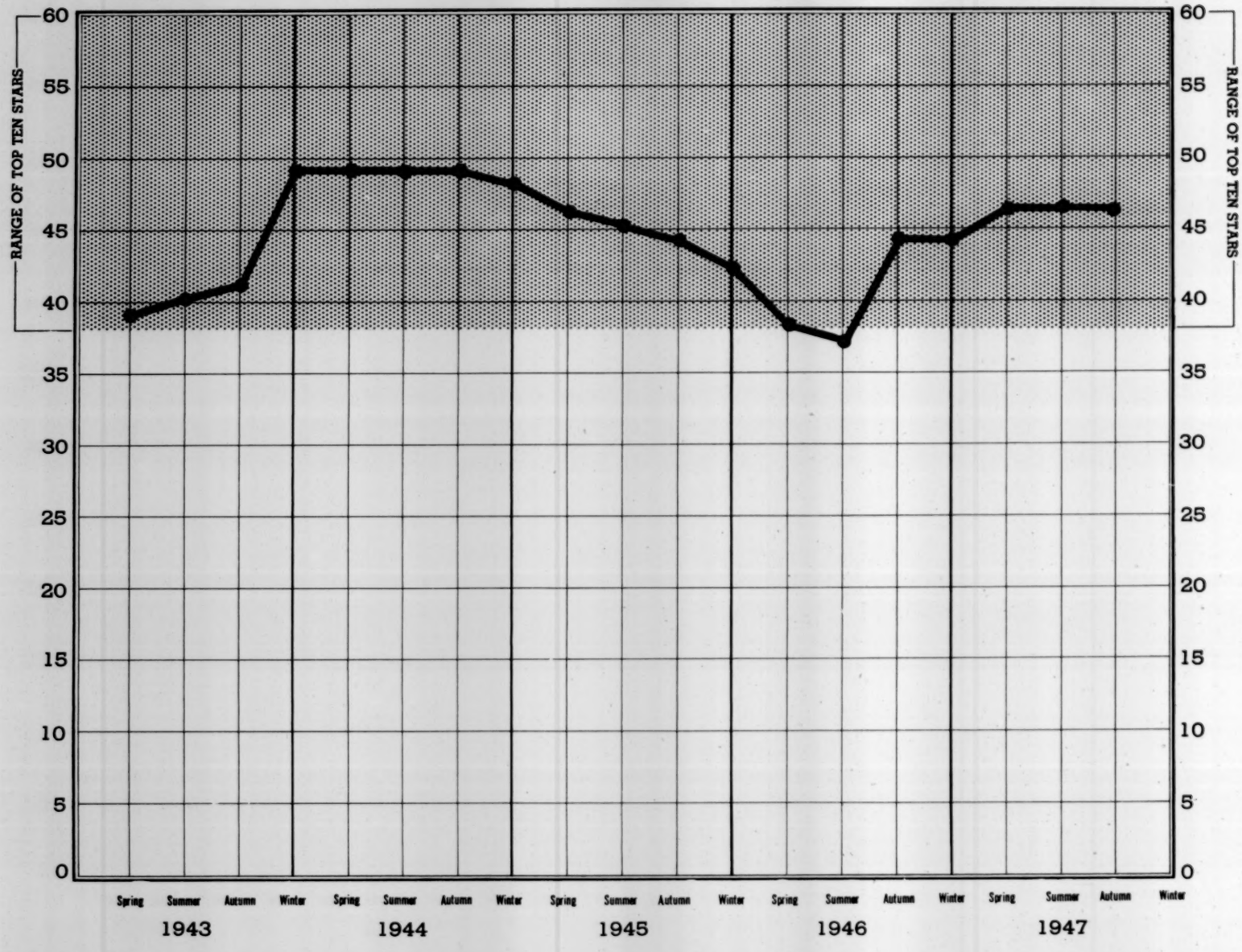
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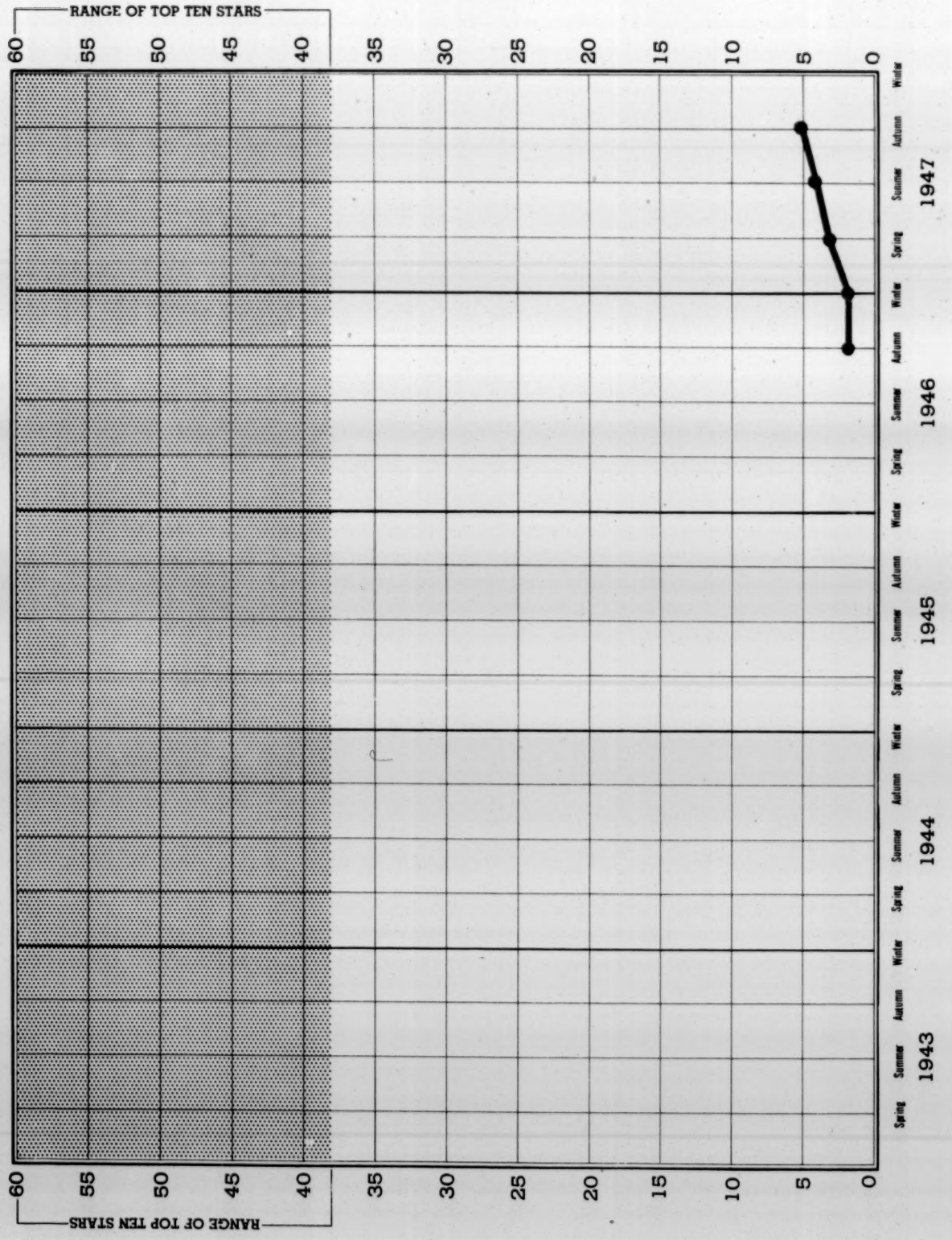
Cary GRANT

Jane GREER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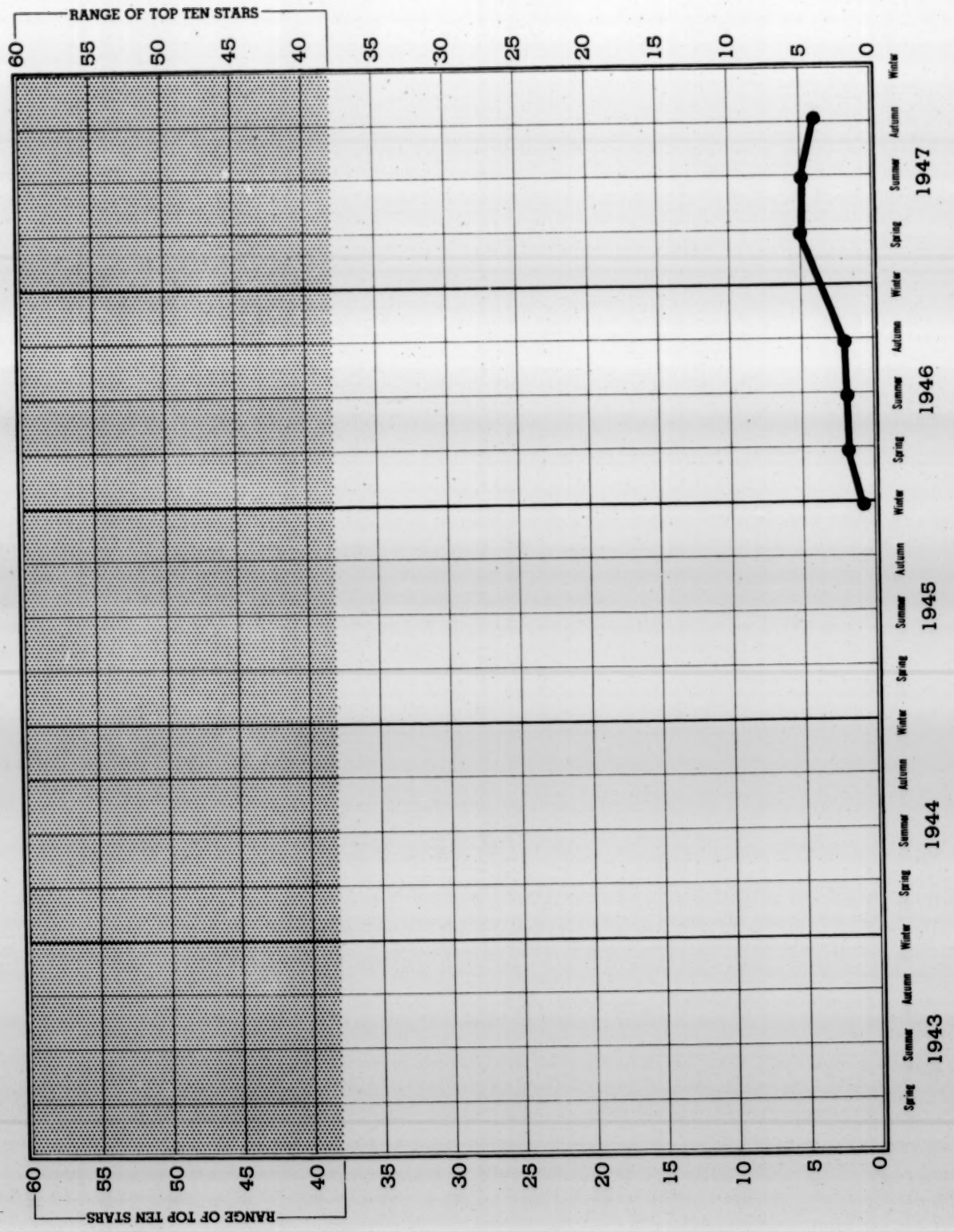
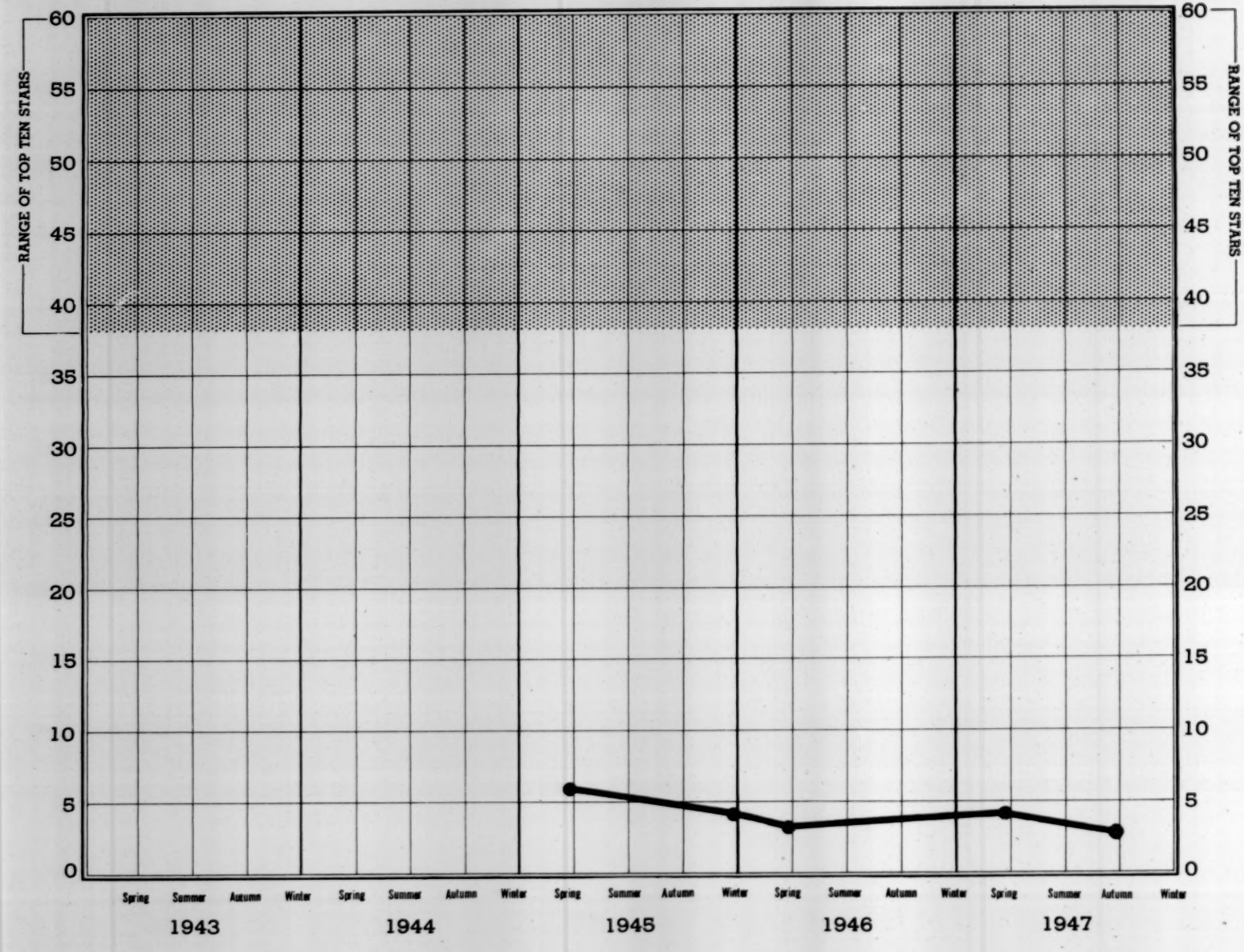
Barbara HALE

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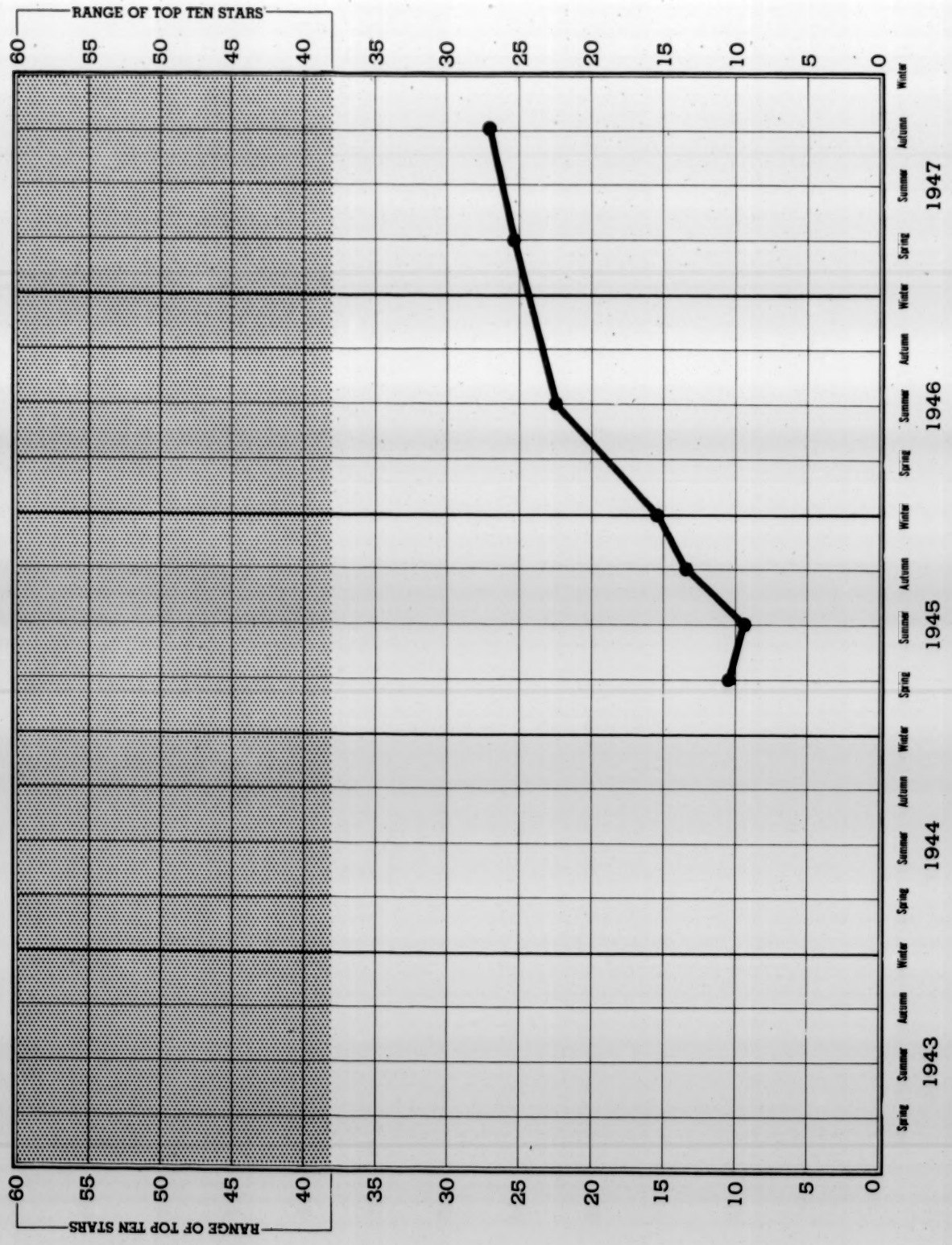
Signe HASSO

Dick HAYMES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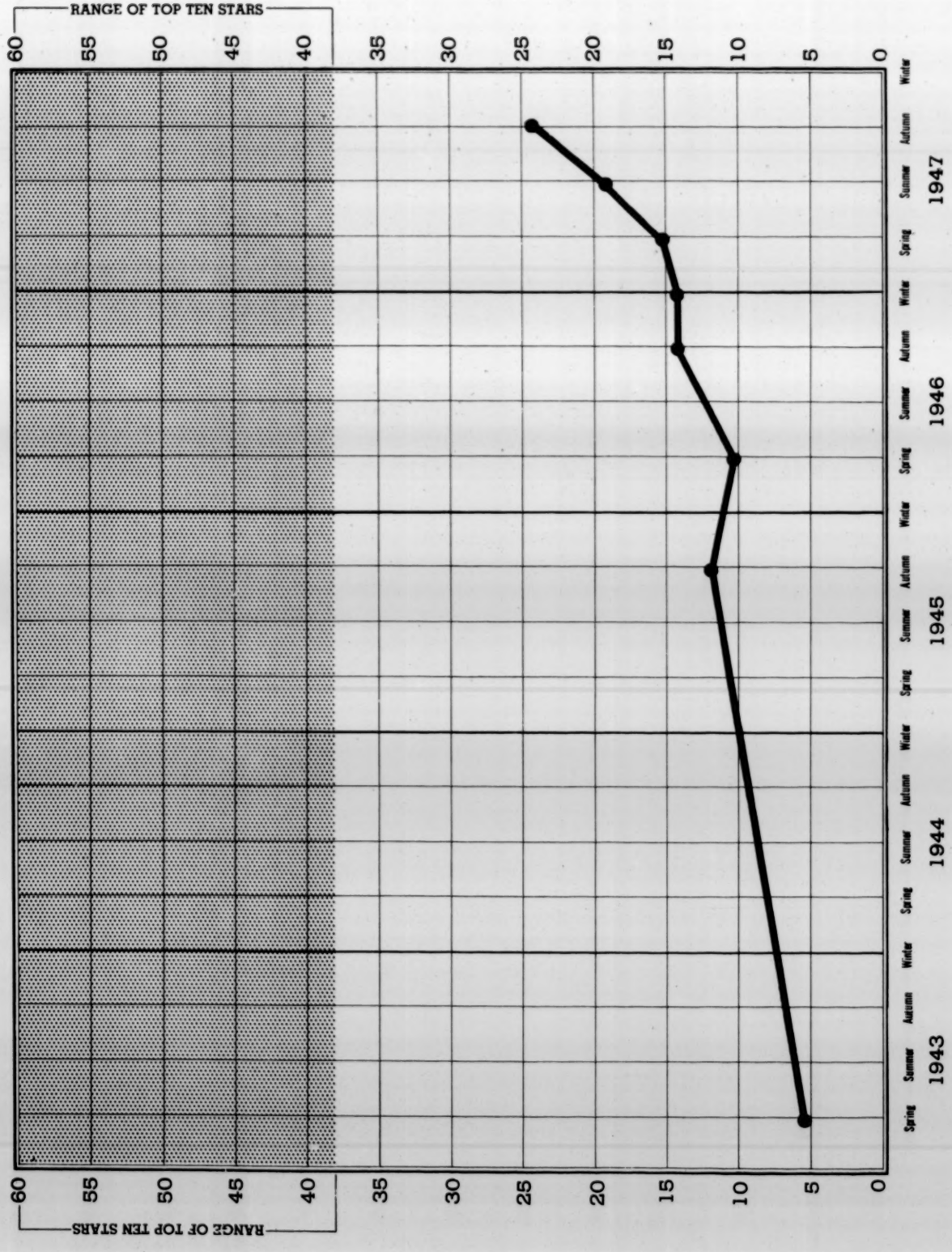
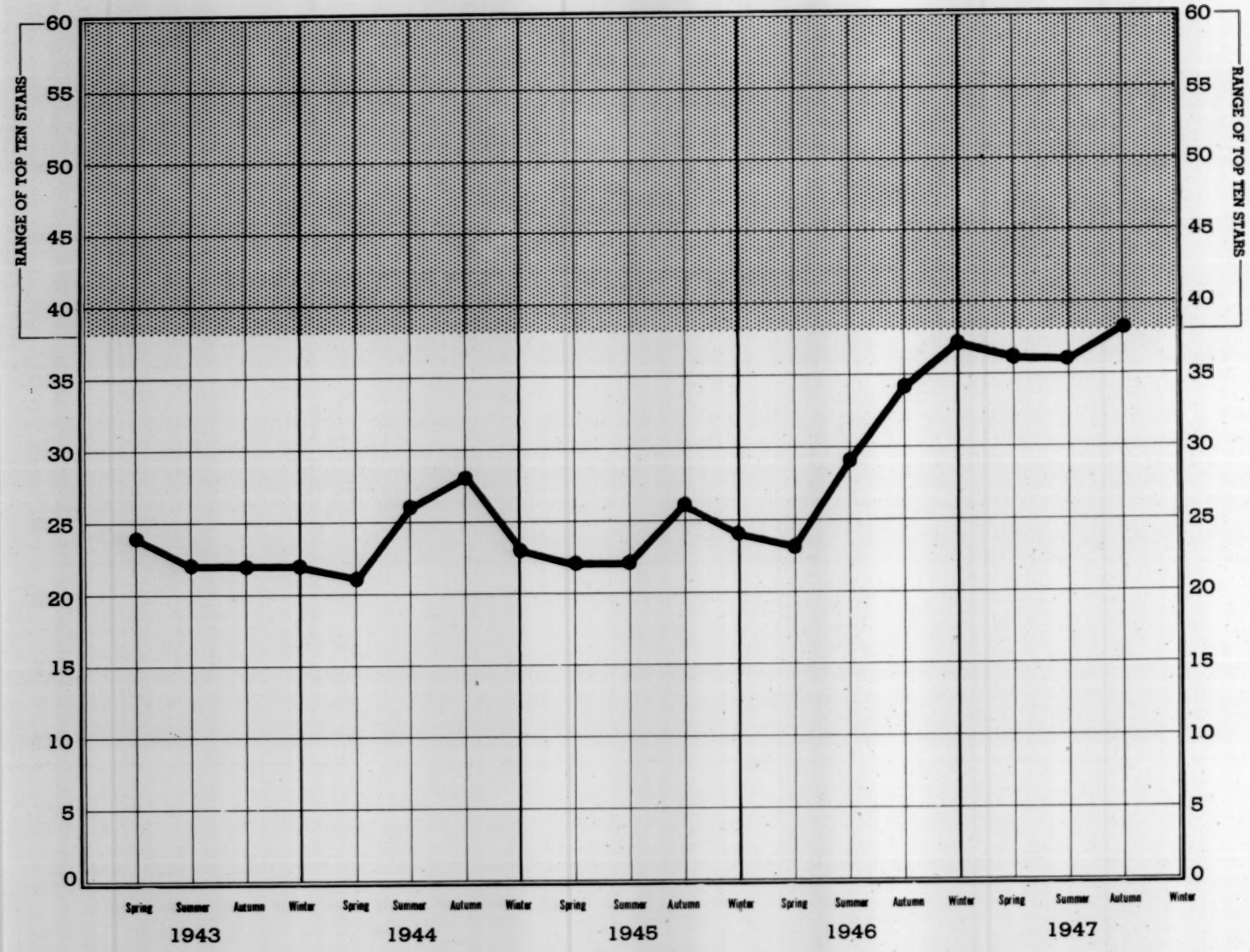
Susan HAYWARD





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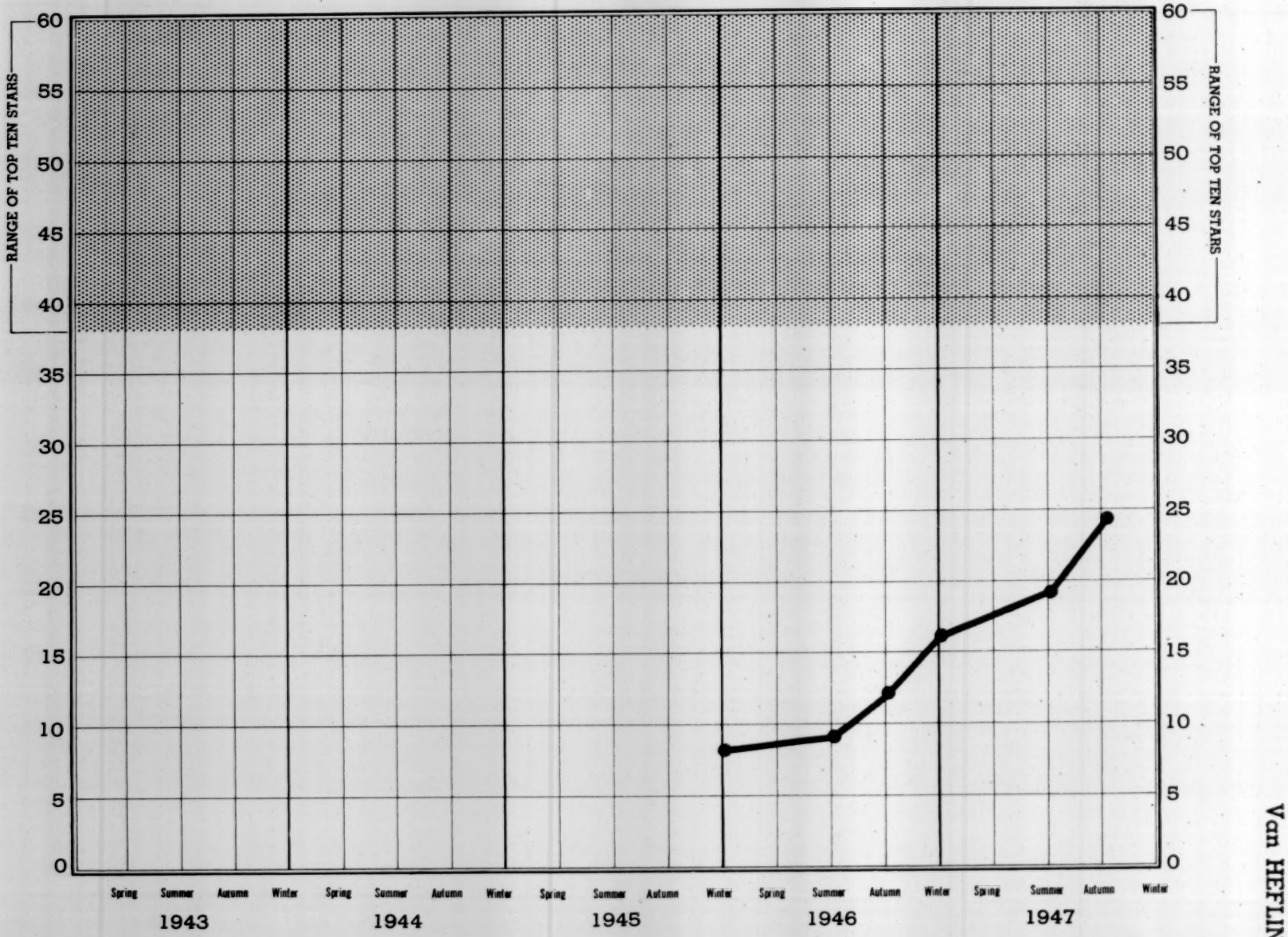
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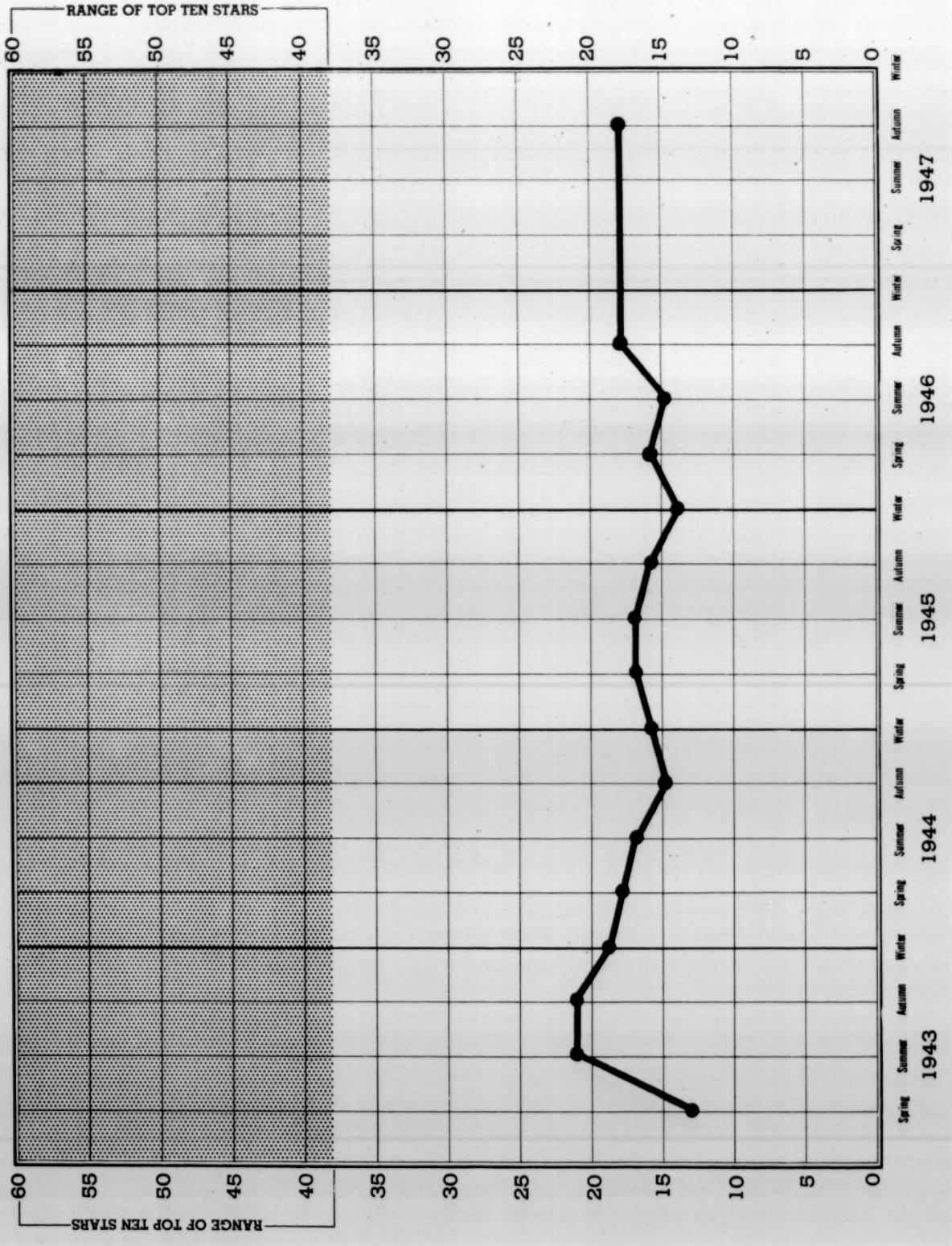

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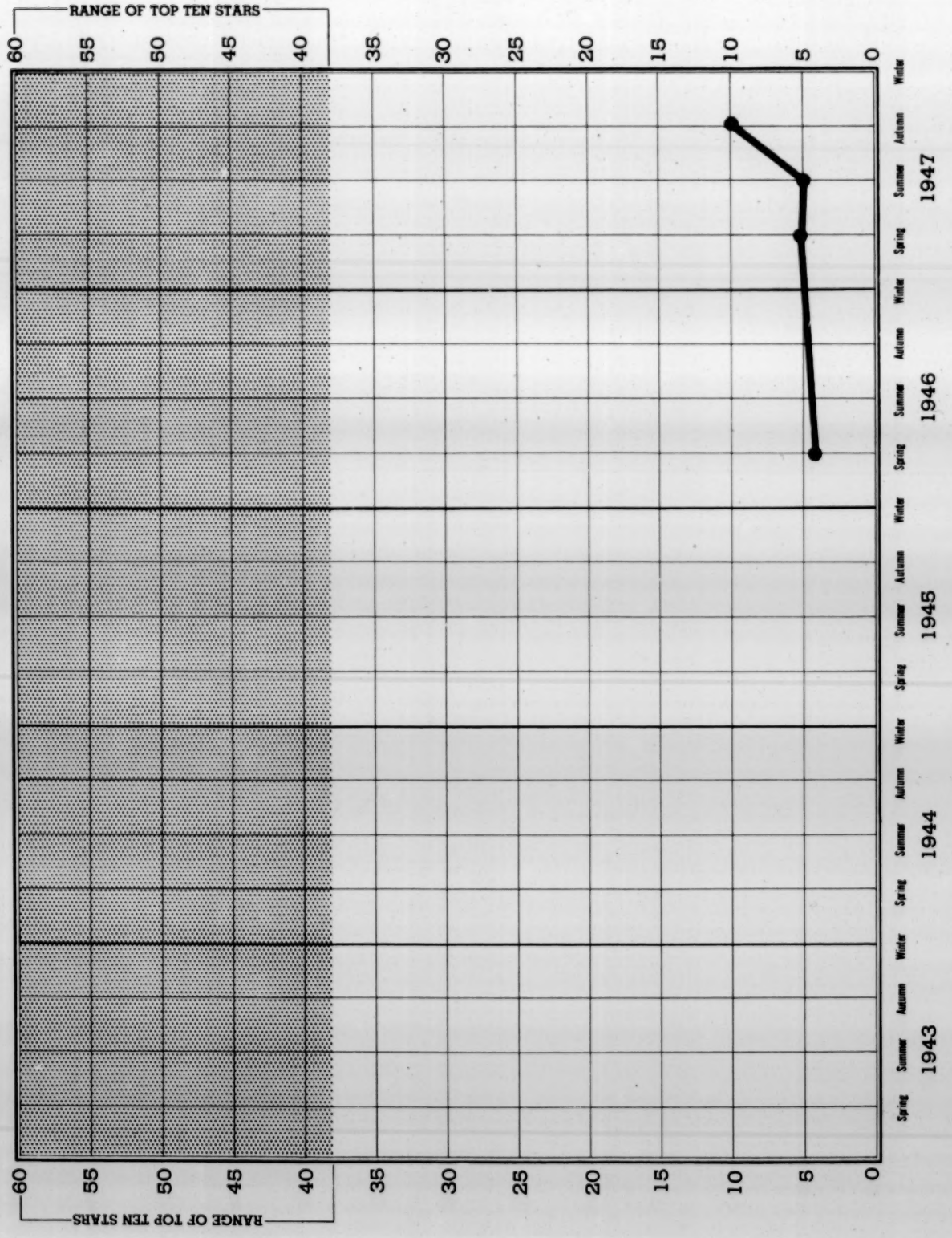

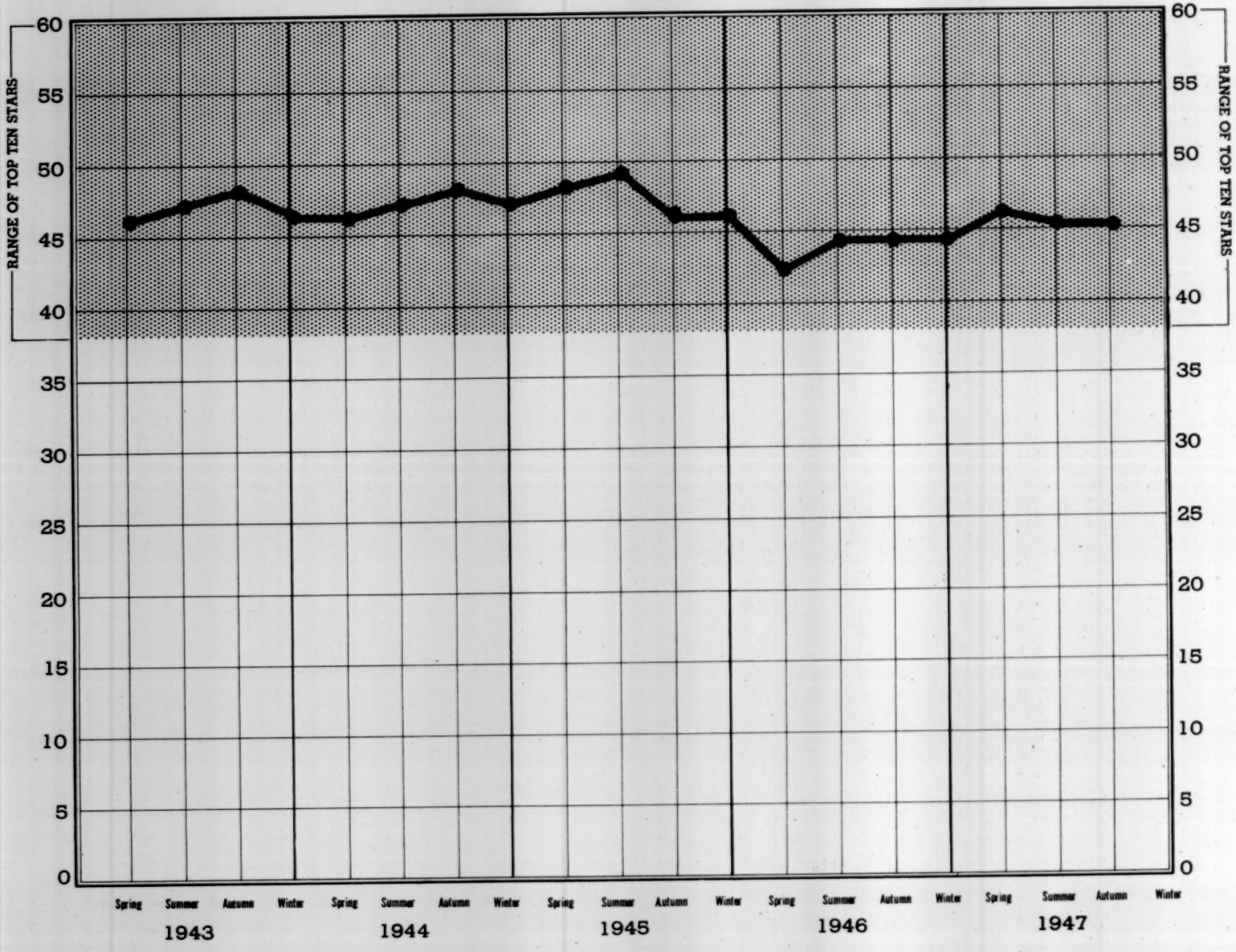
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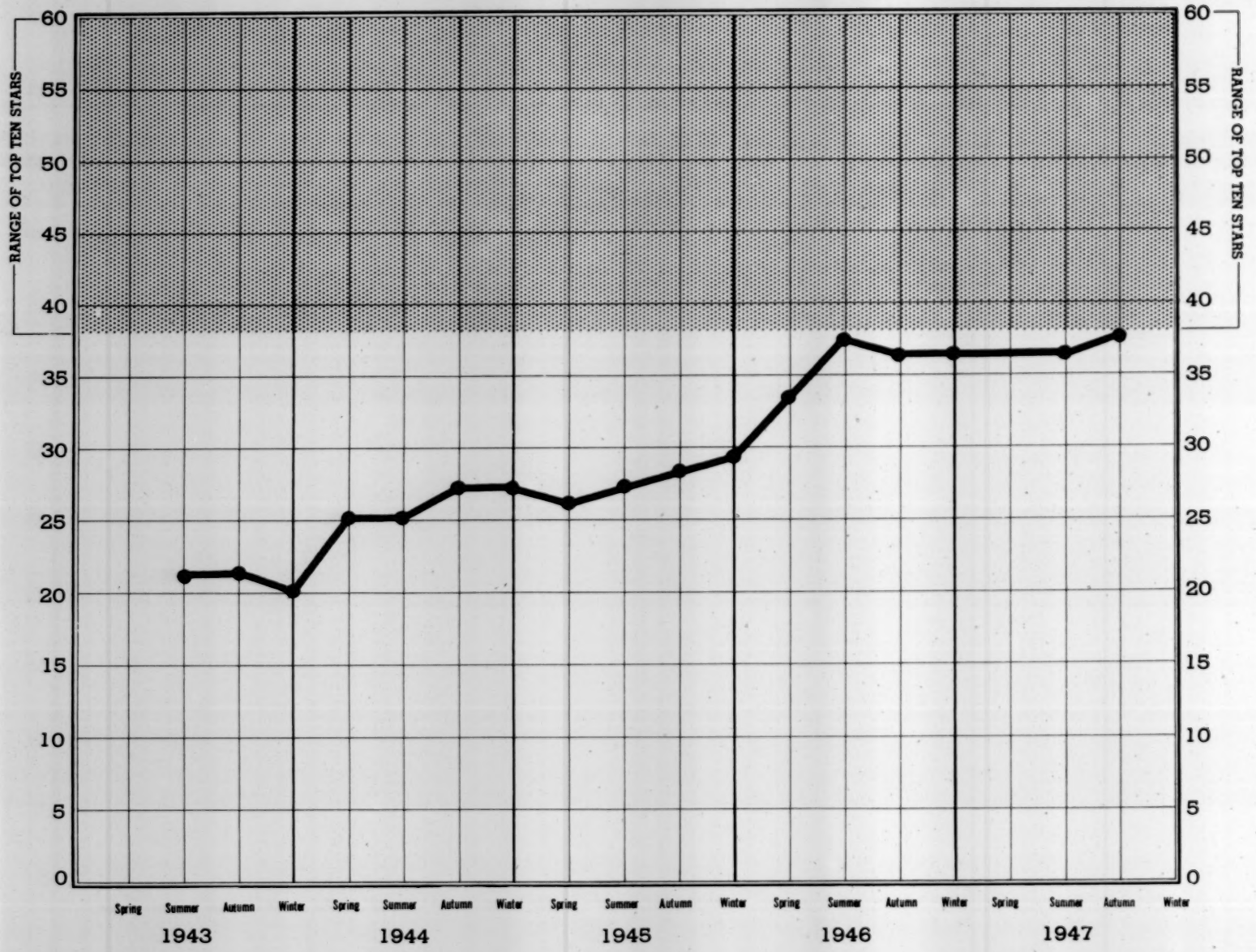
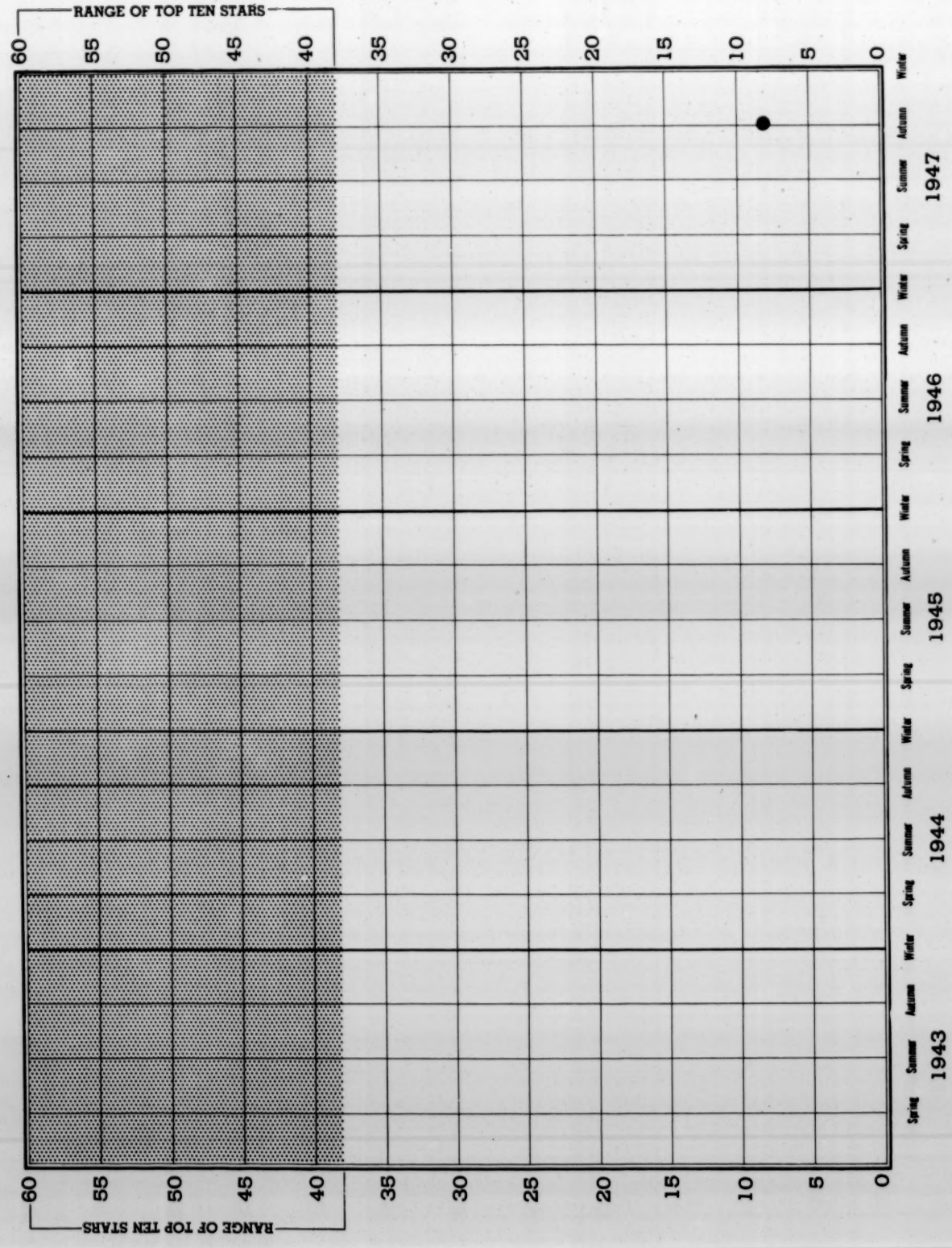


Betty HUTTON

Claude JARMAN, Jr.



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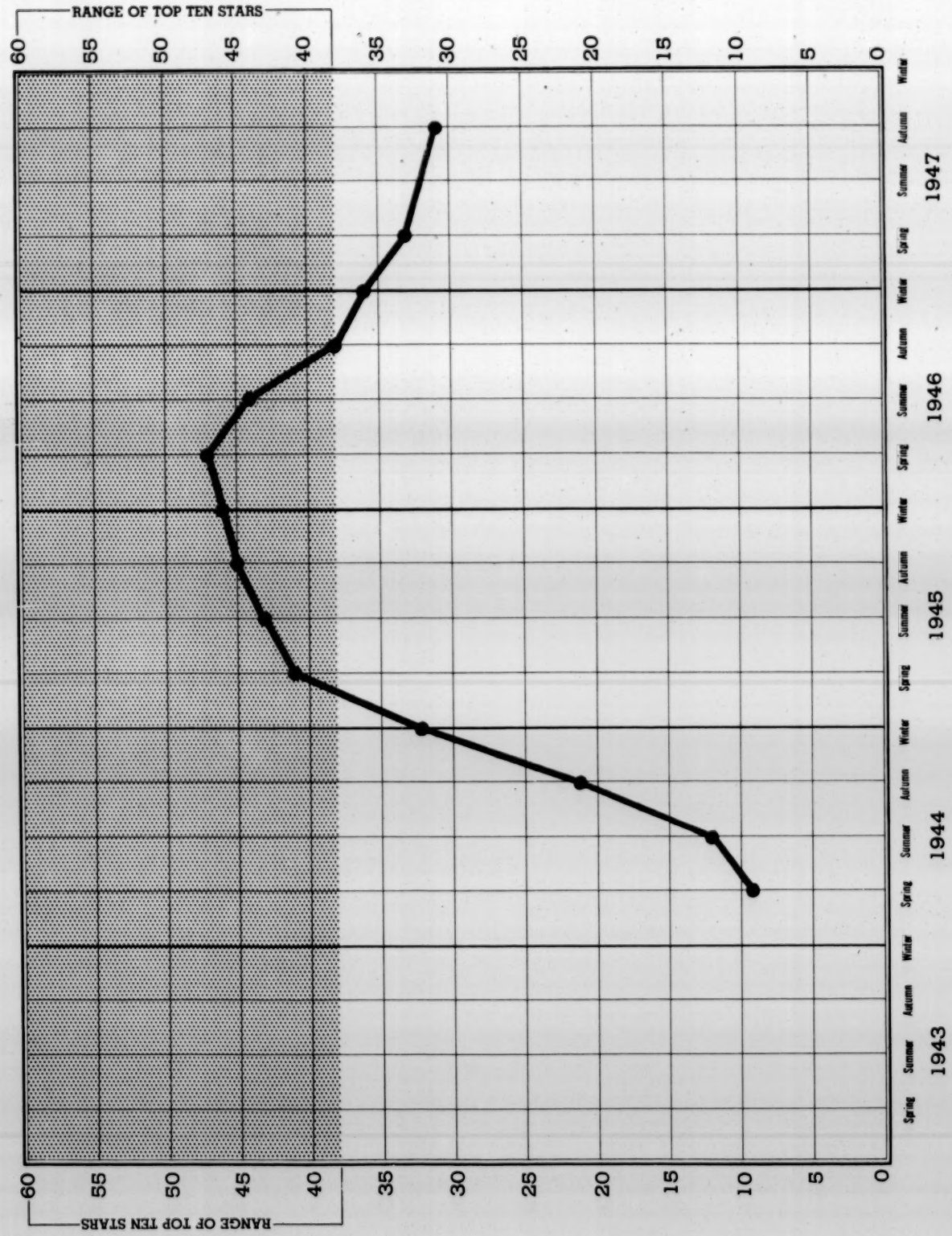
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Jennifer JONES

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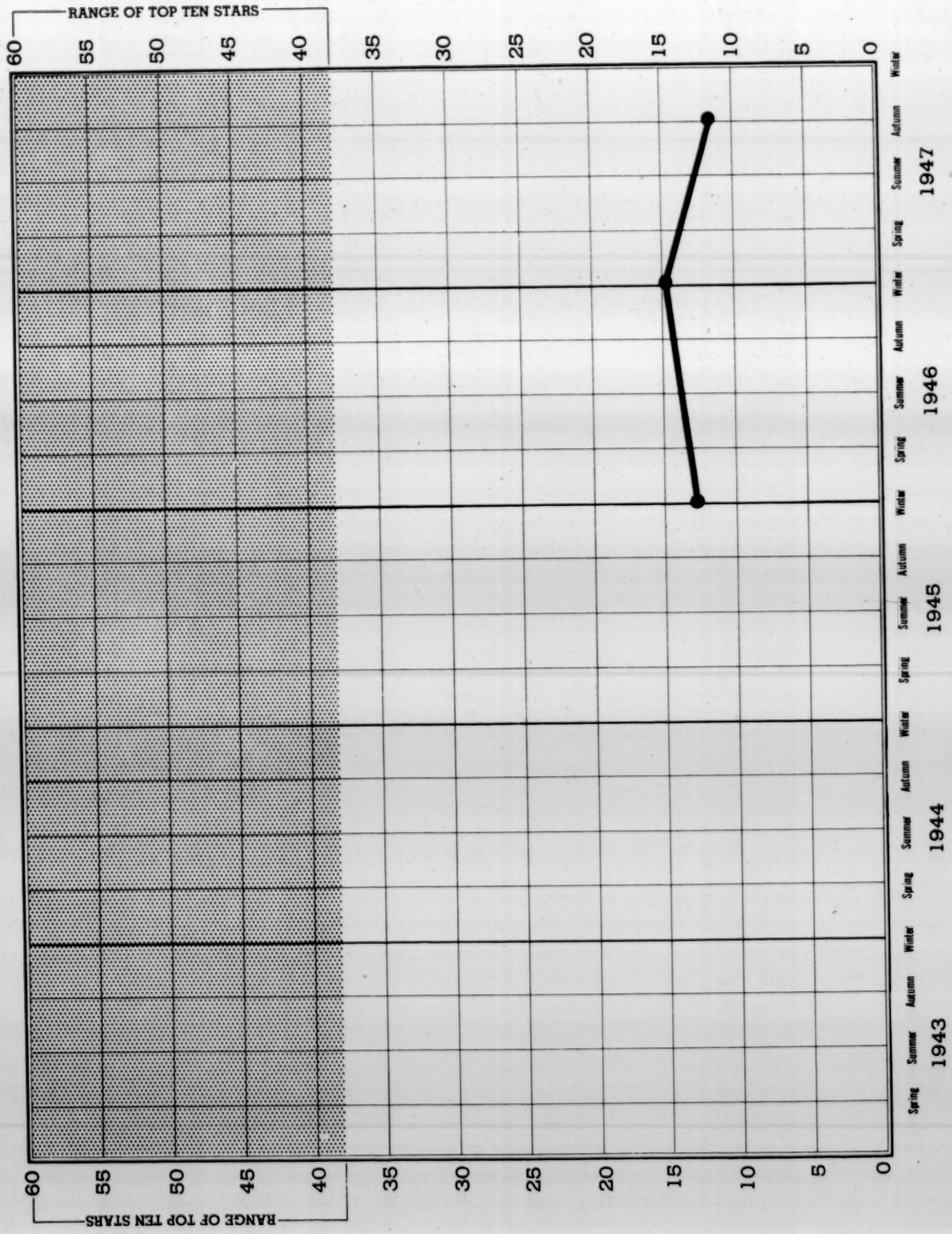

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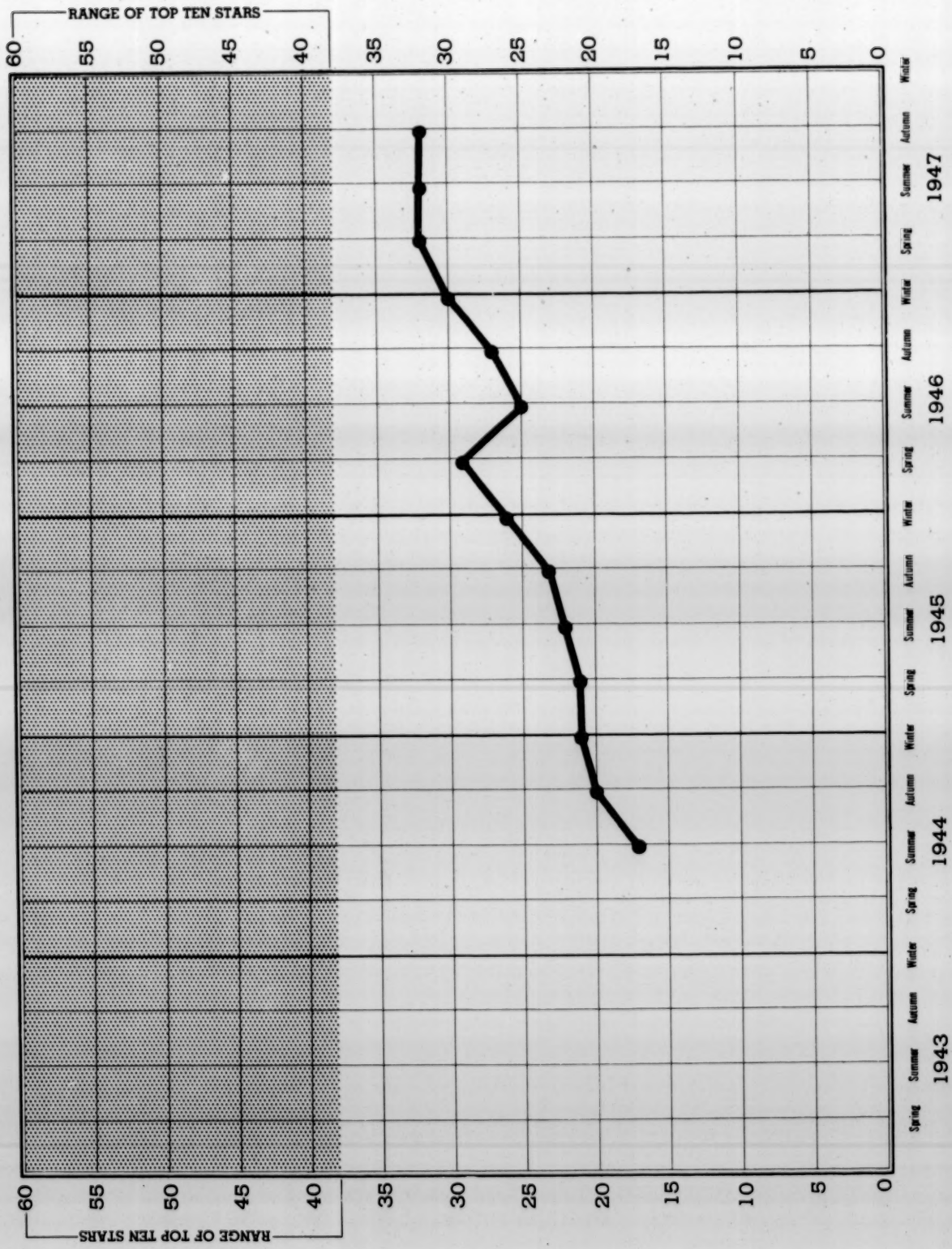
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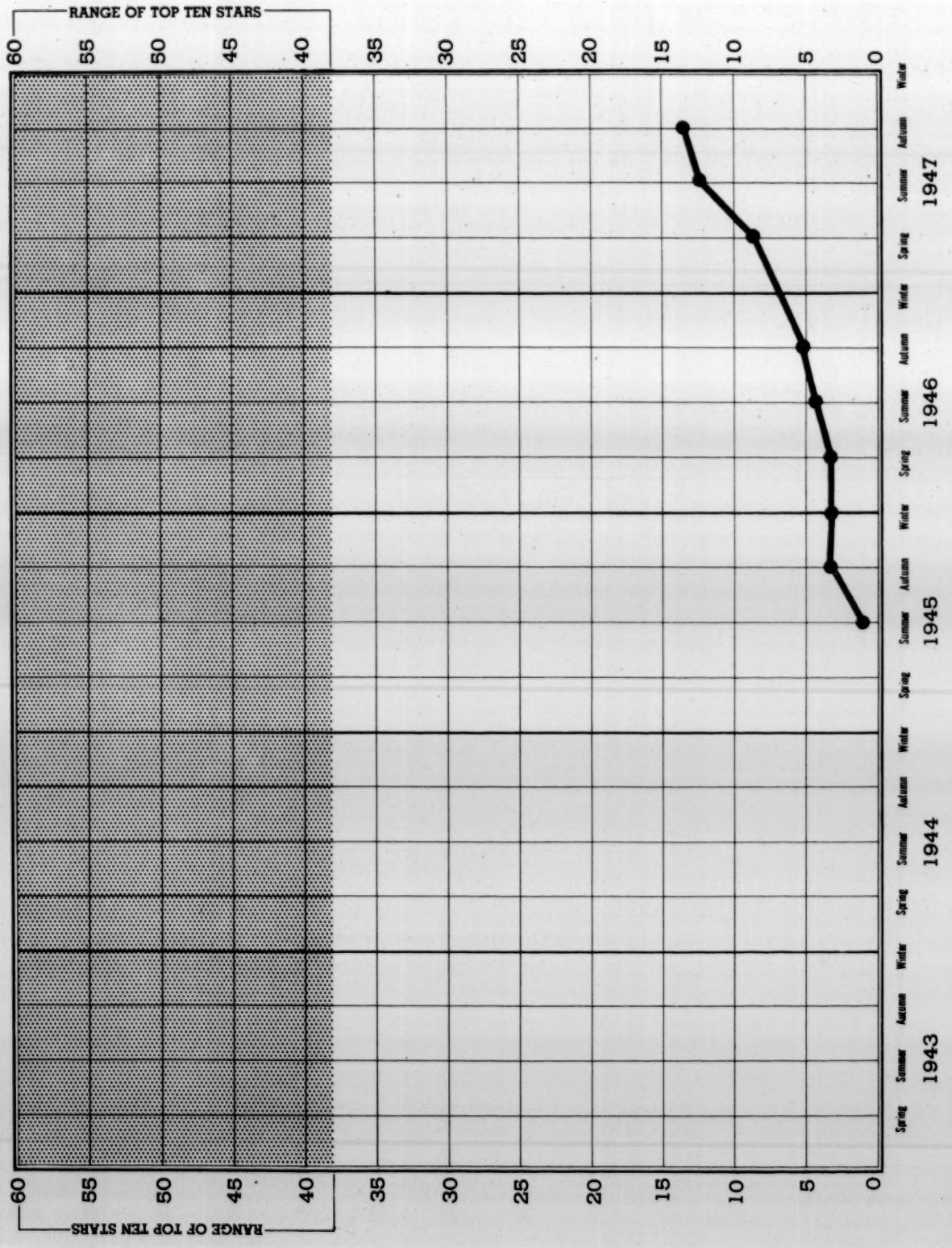
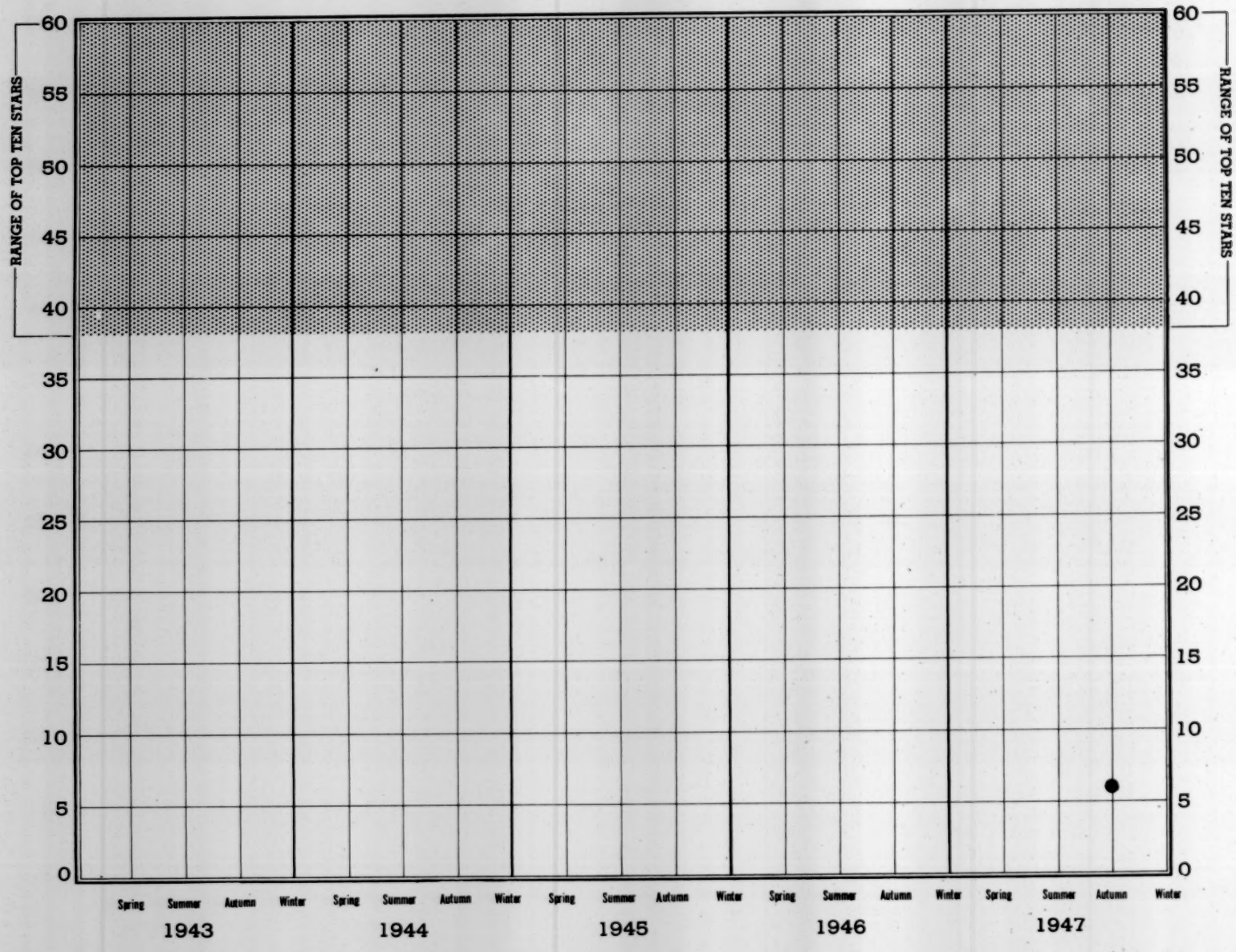
Evelyn KEYES

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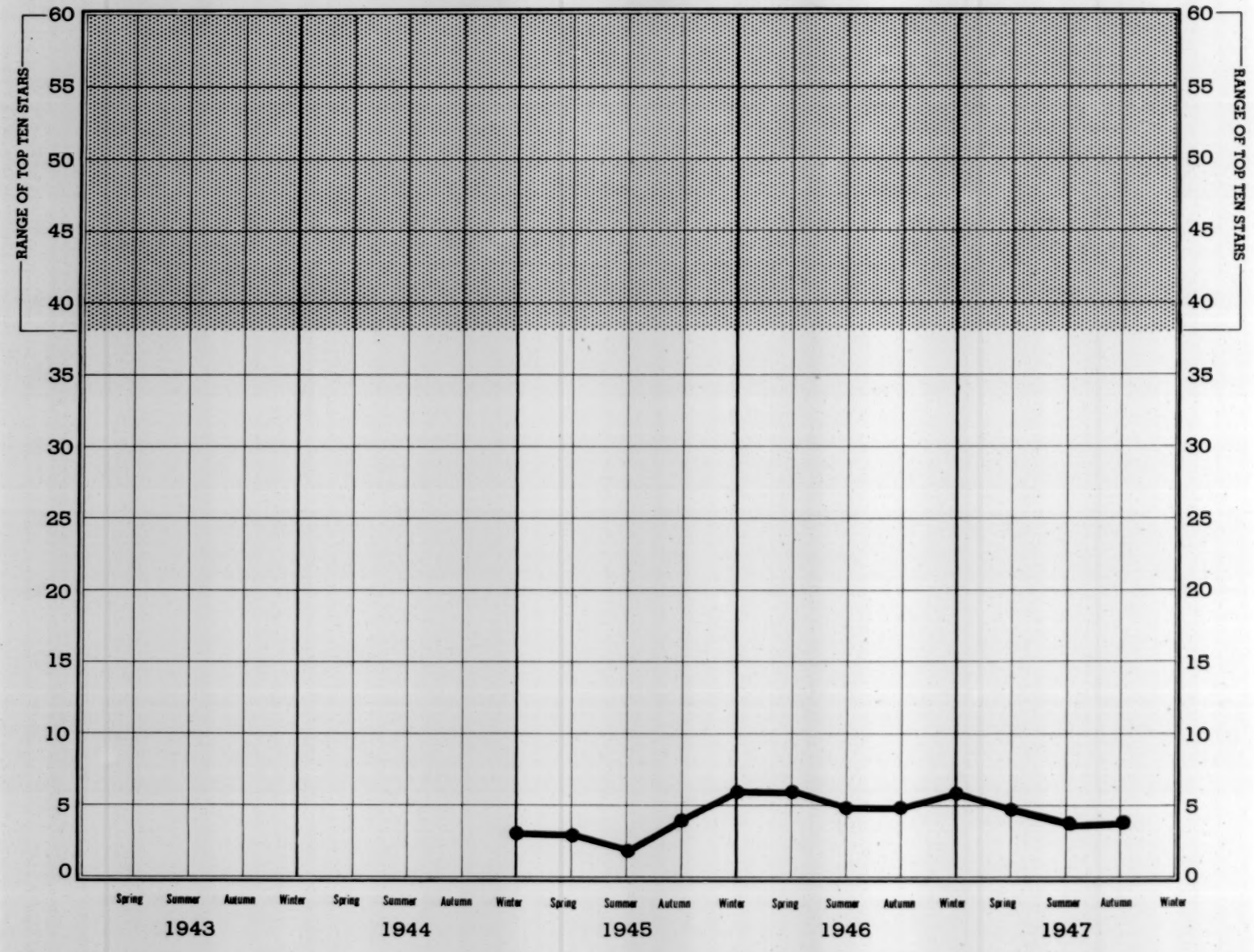
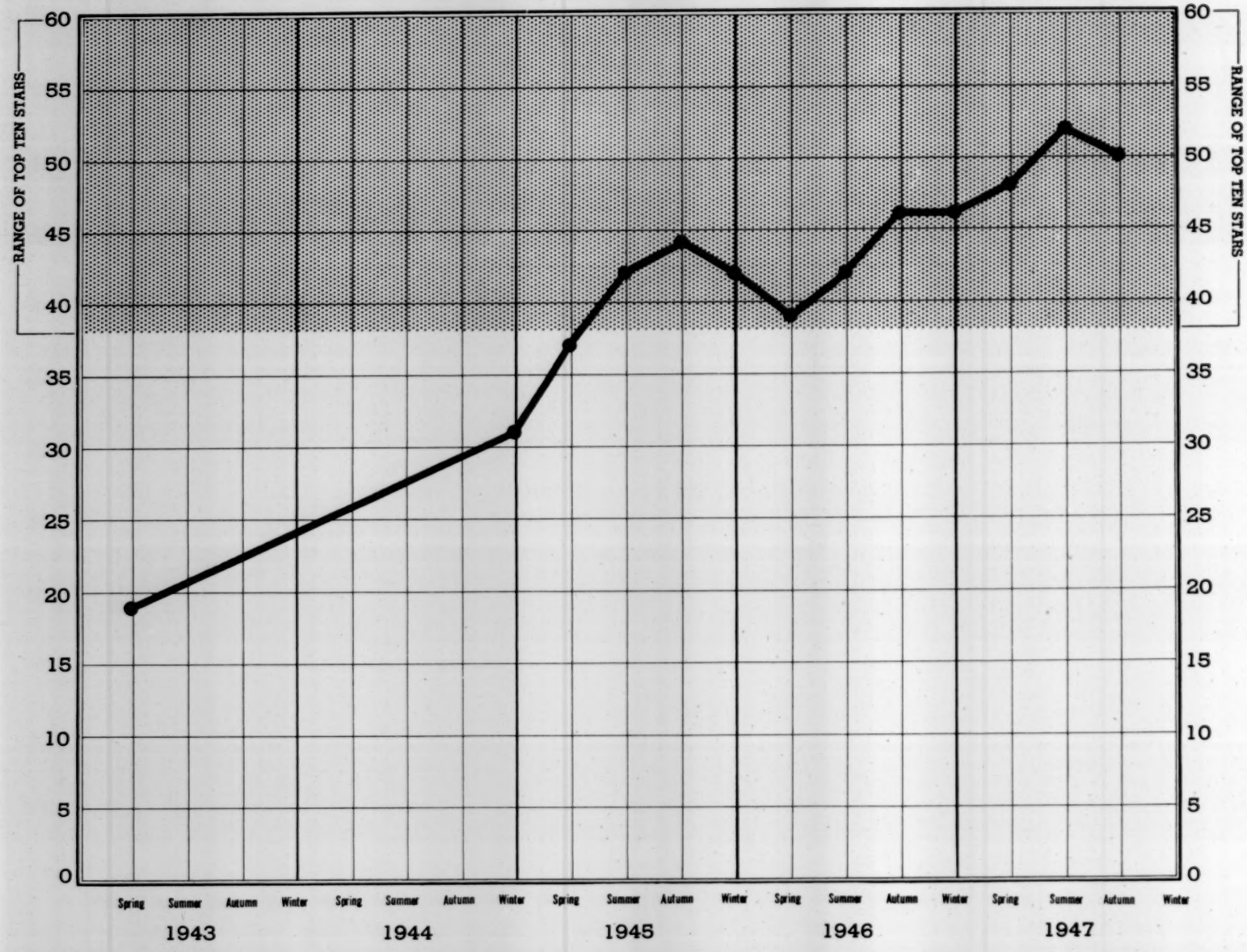
KINGS MEN



Alexander KNOX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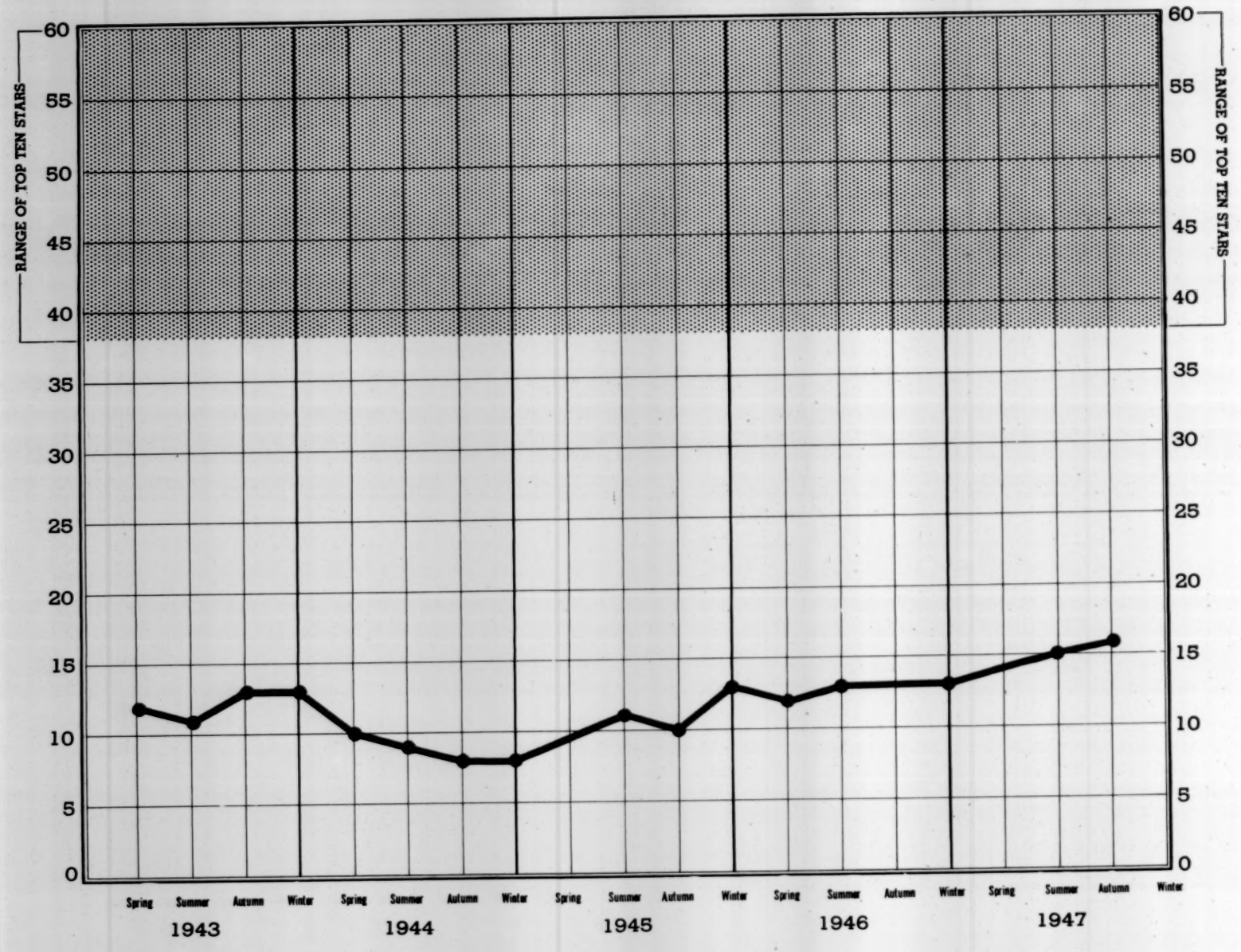
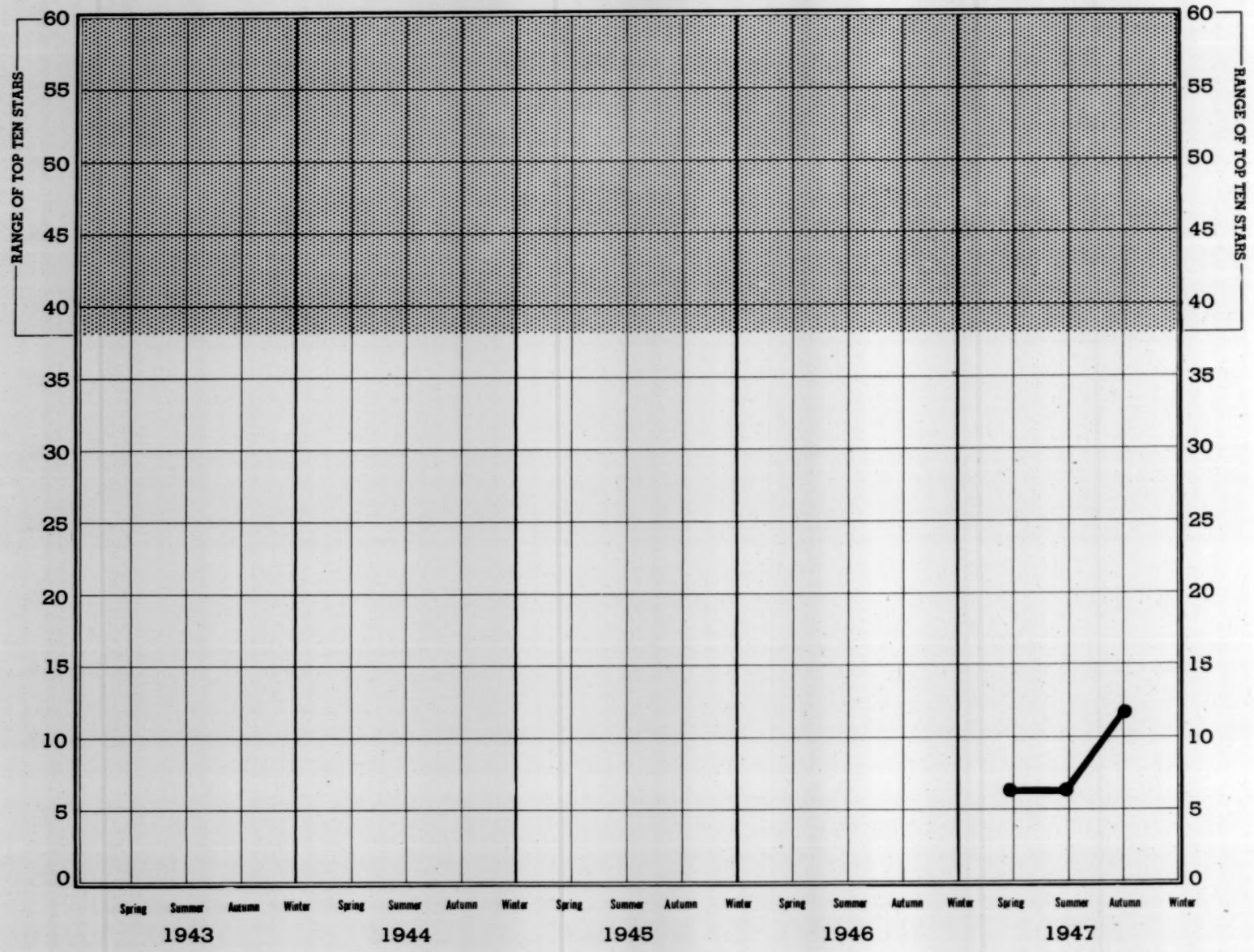
Alan LADD

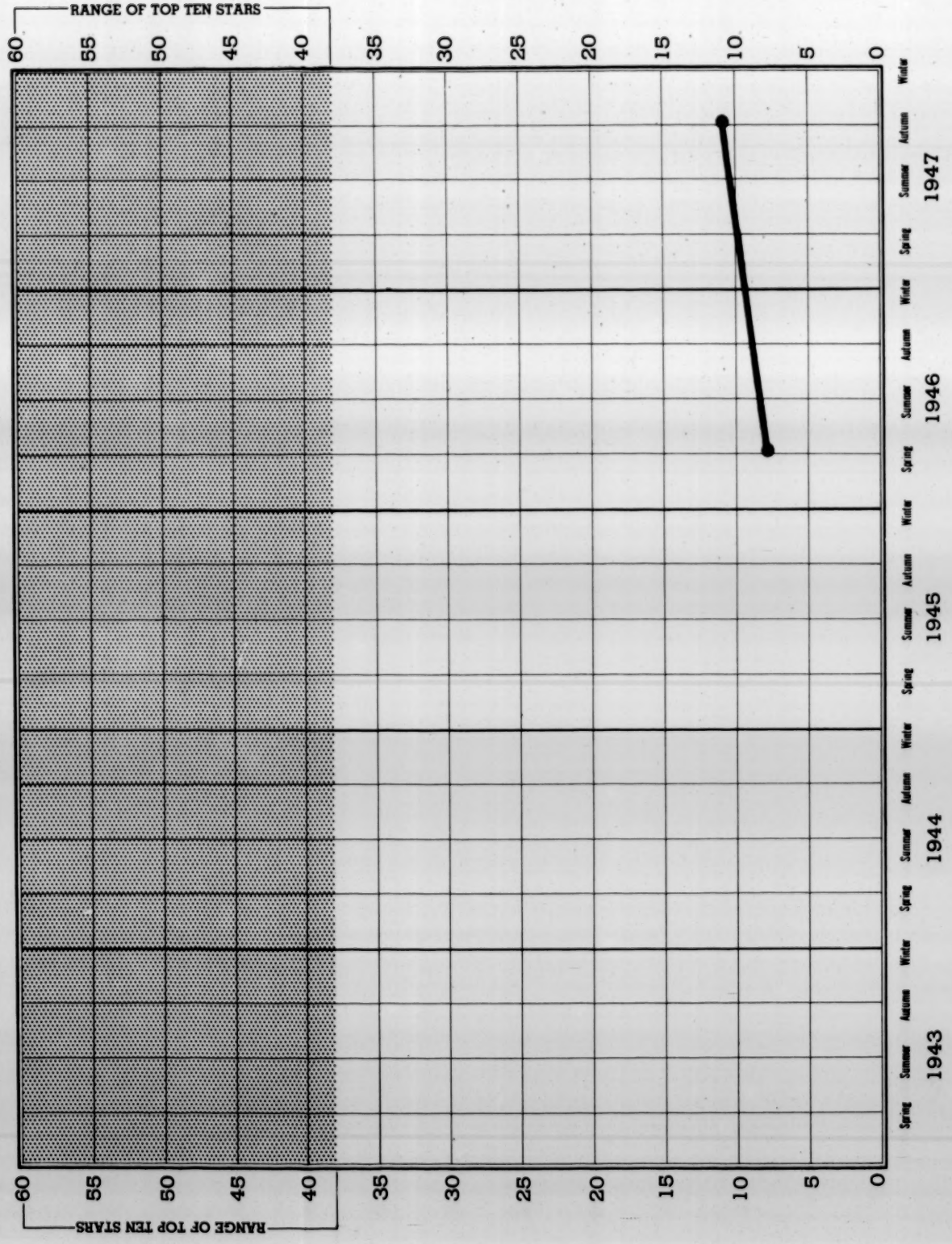


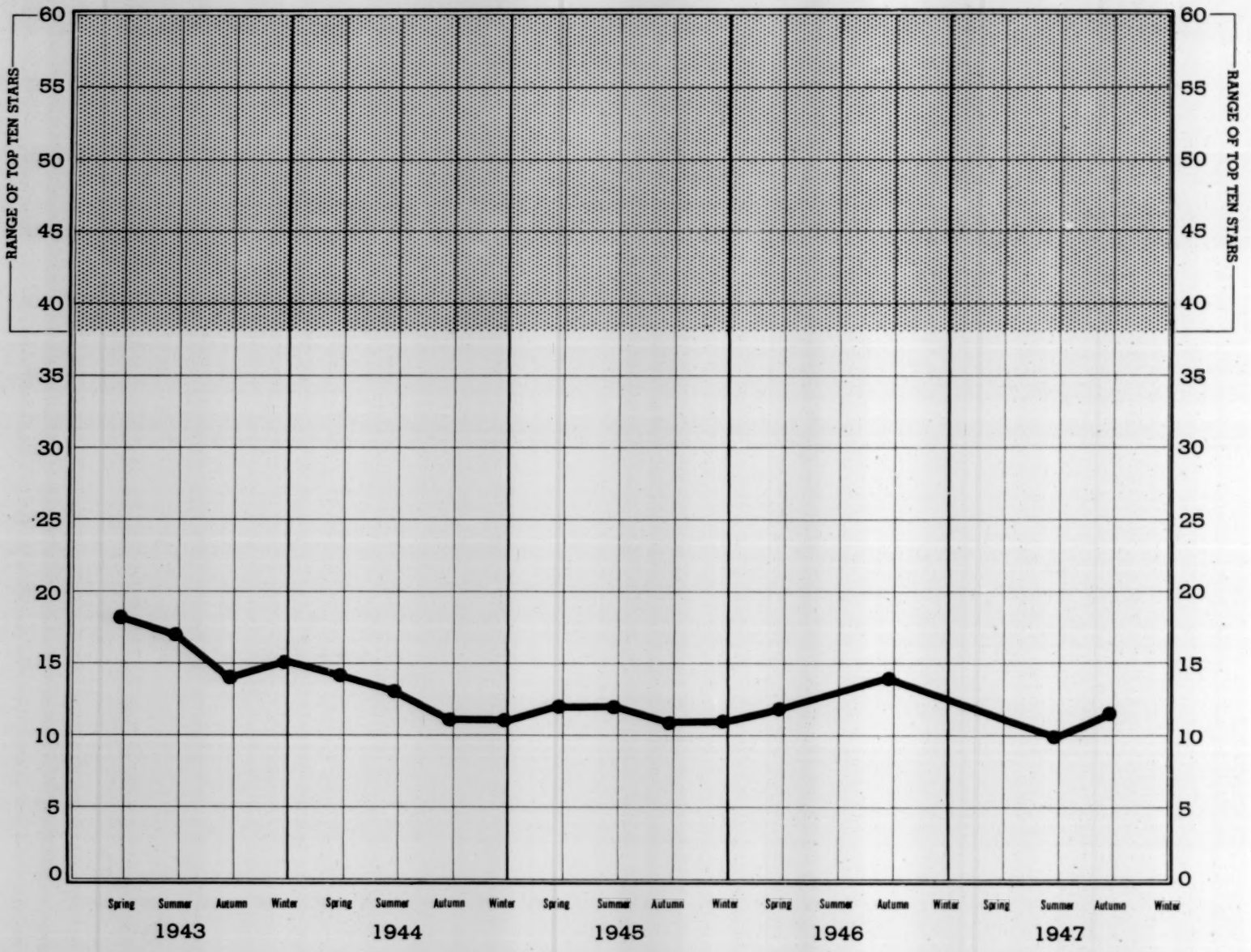
Veronica LAKE



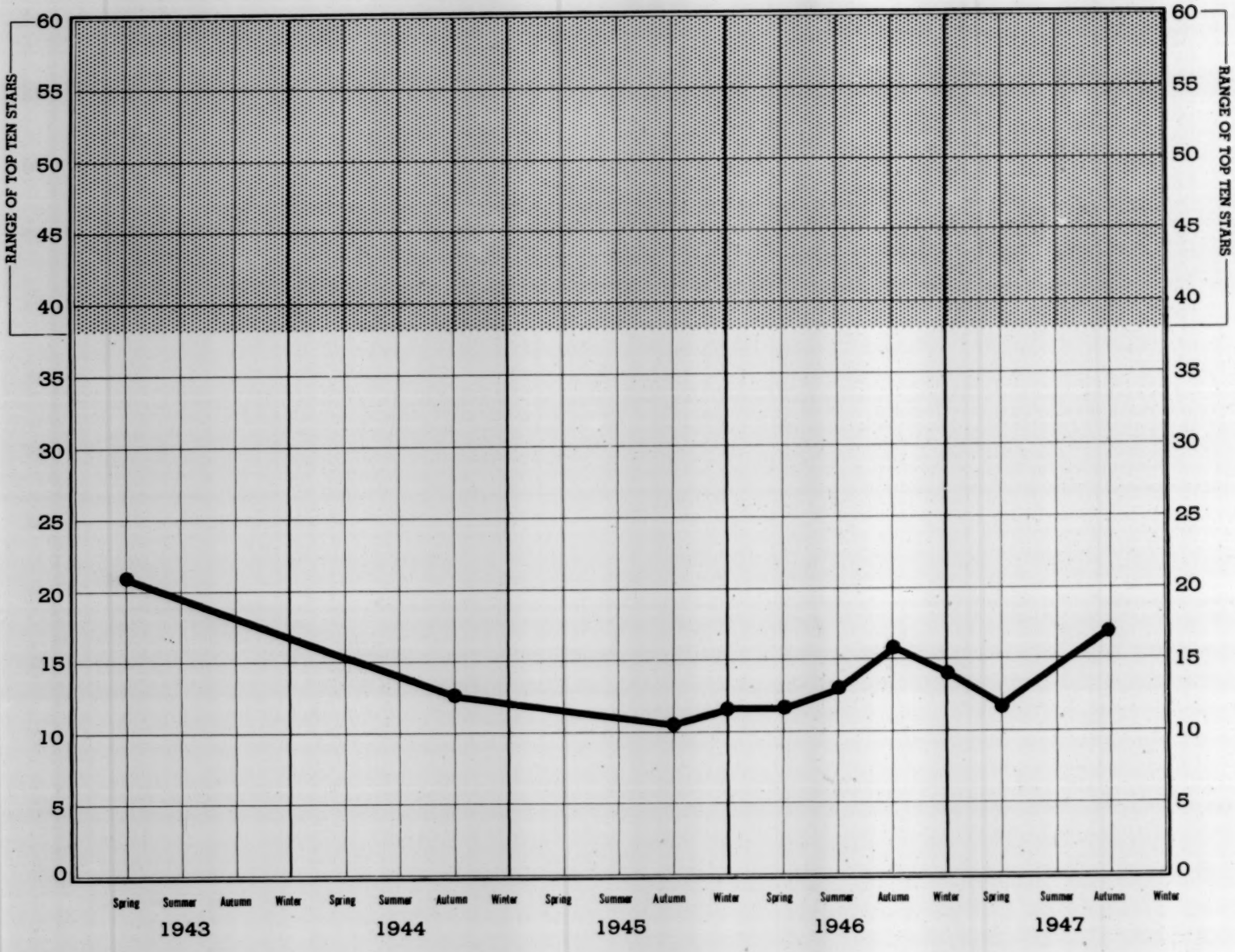
Burt LANCASTER

Frances LANGFORD





Charles LAUGHTON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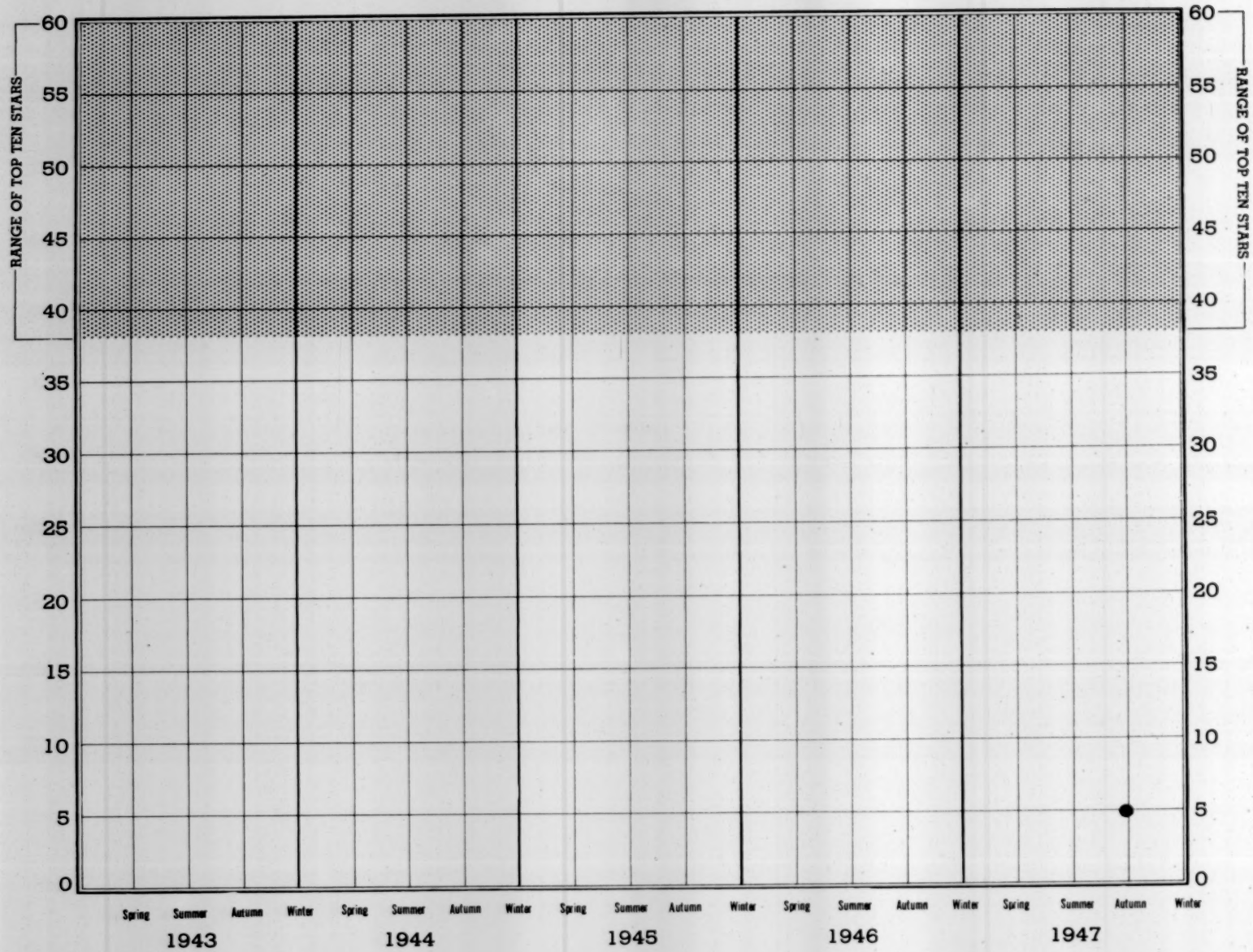
Myrna LOY



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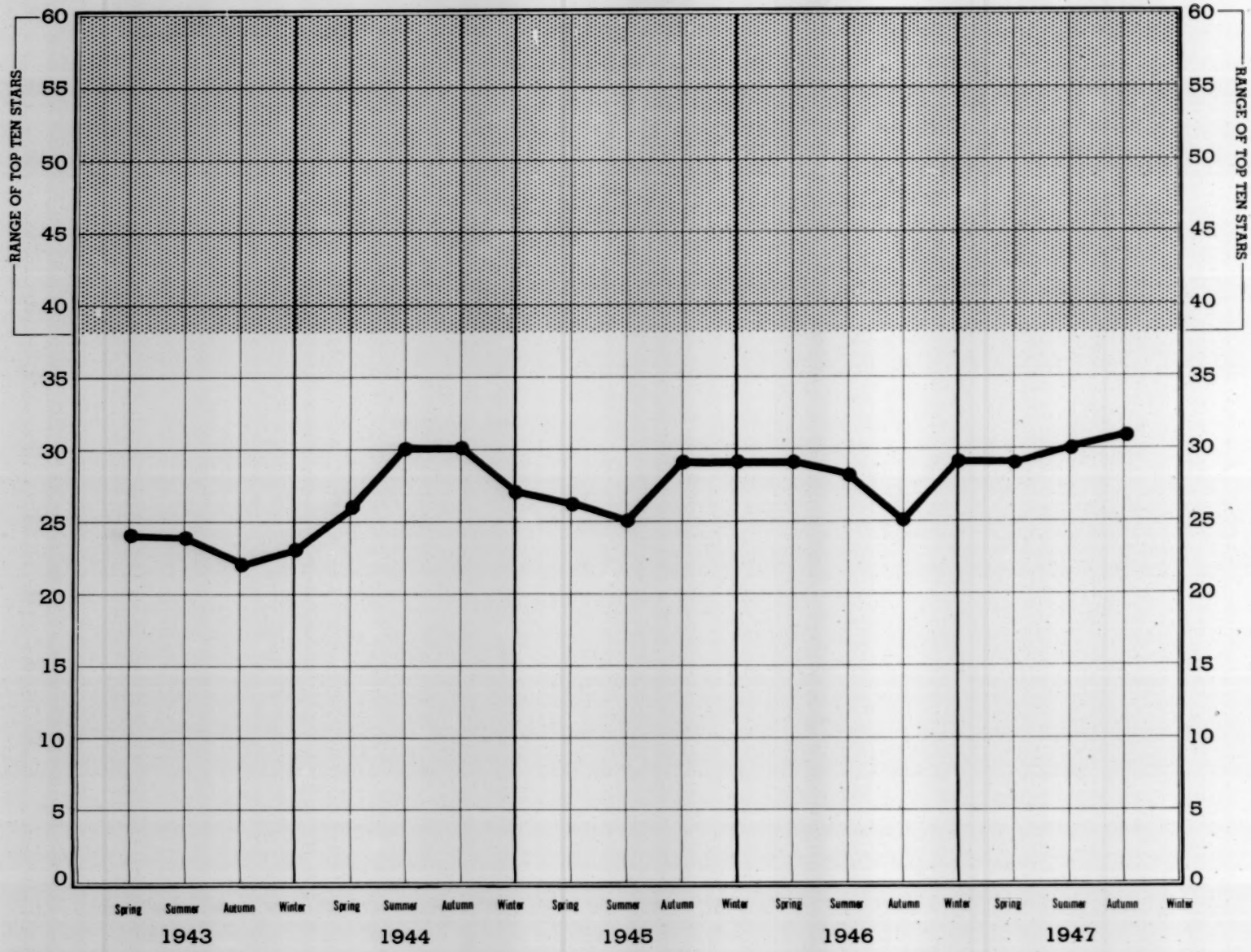

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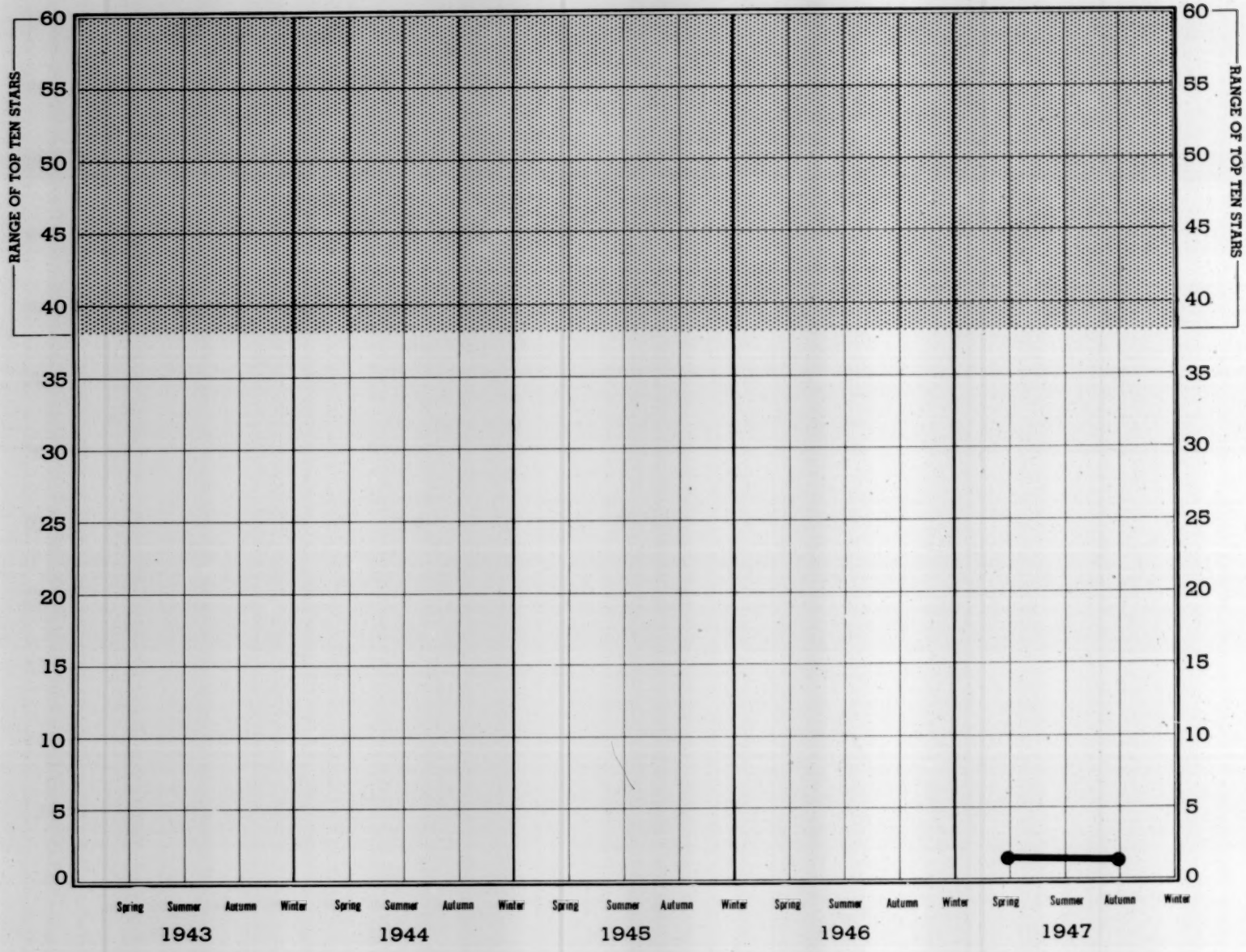
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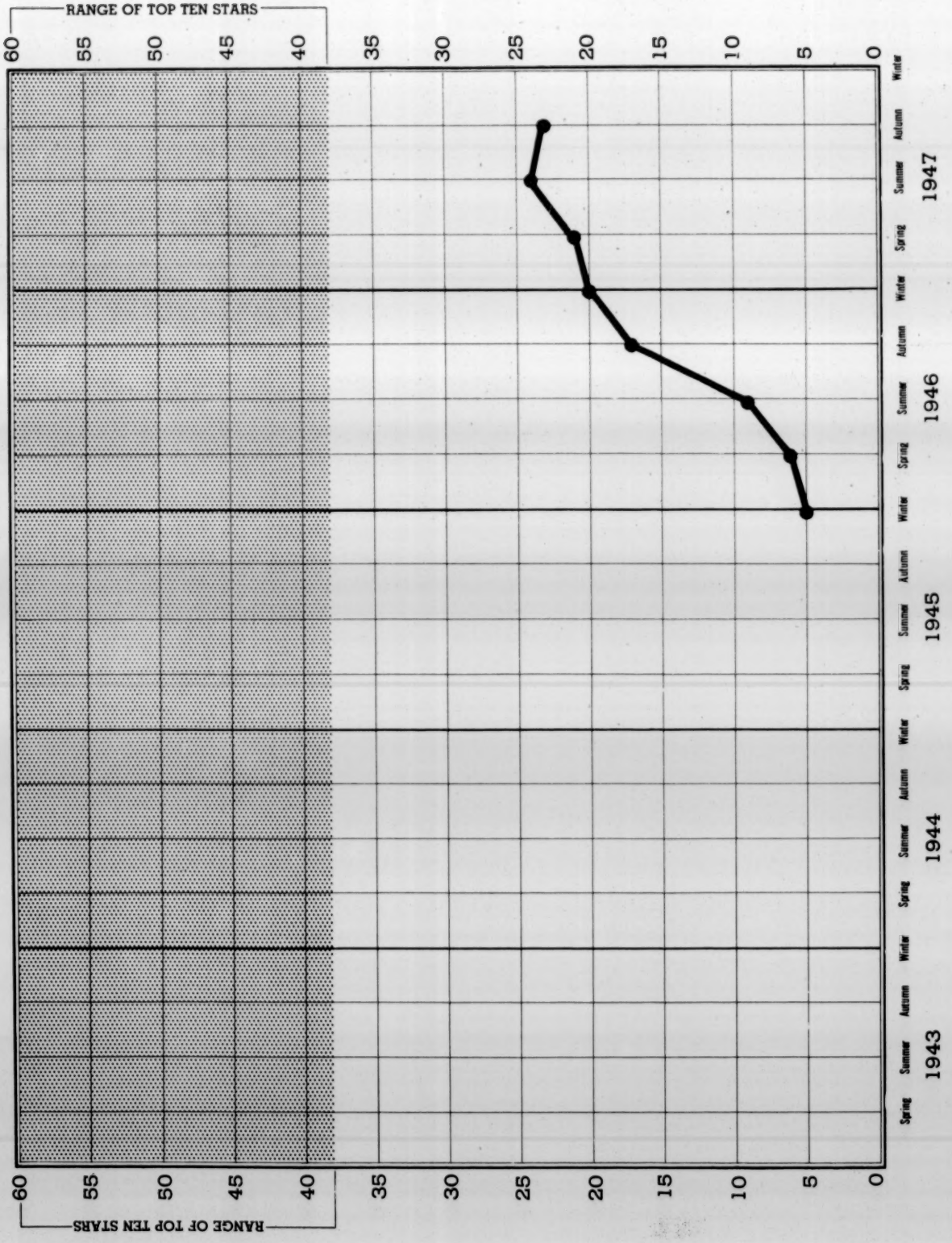
Guy MADISON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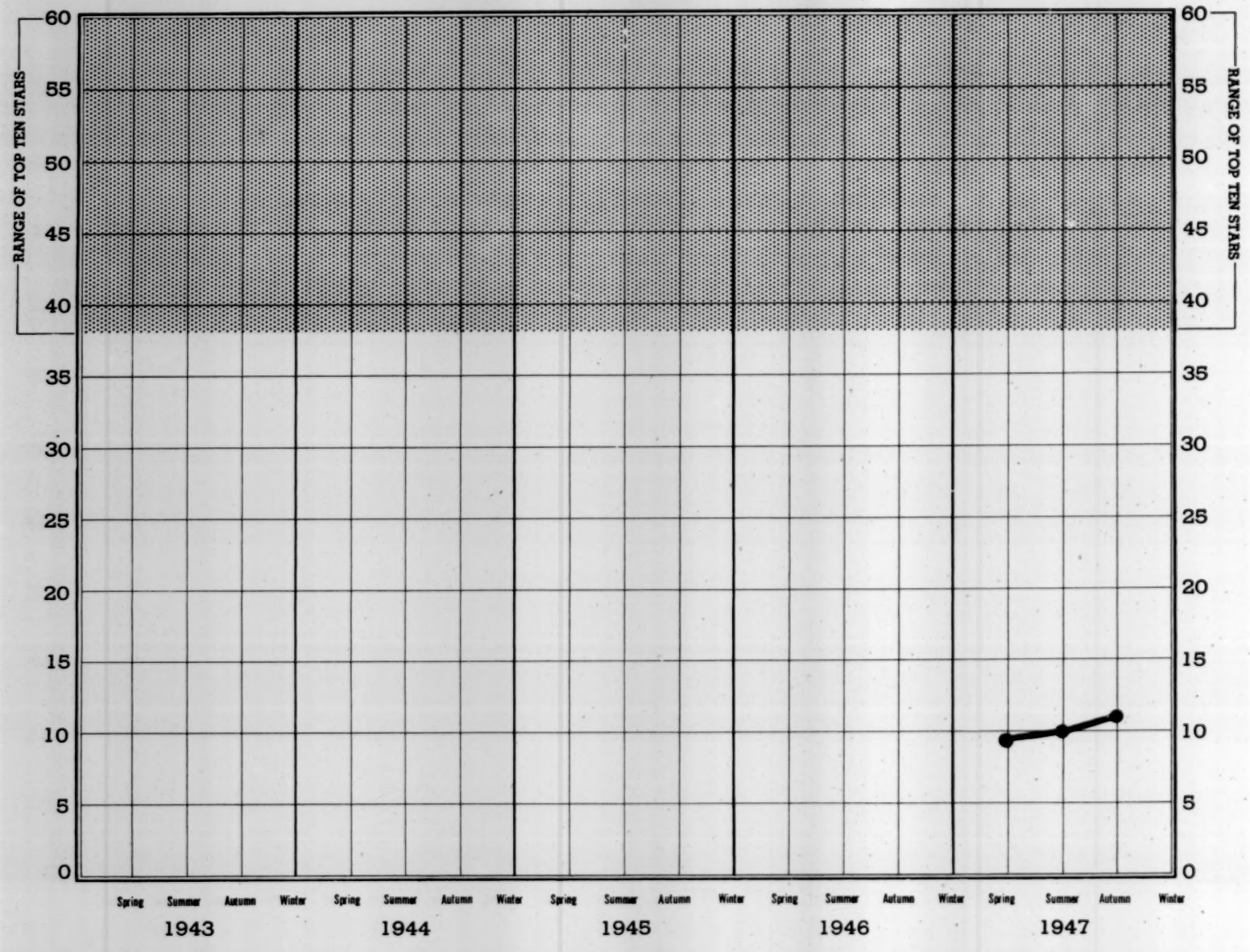
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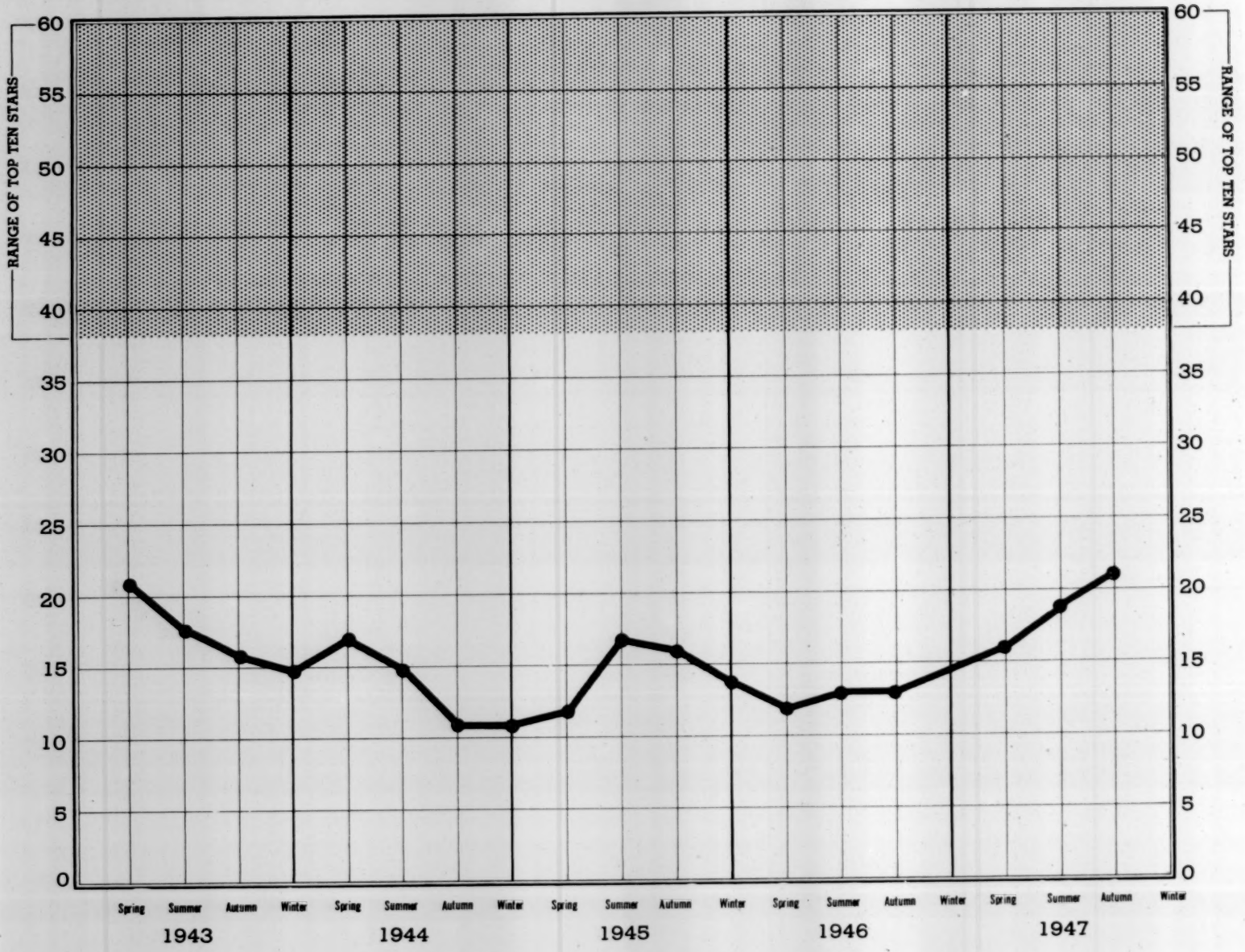
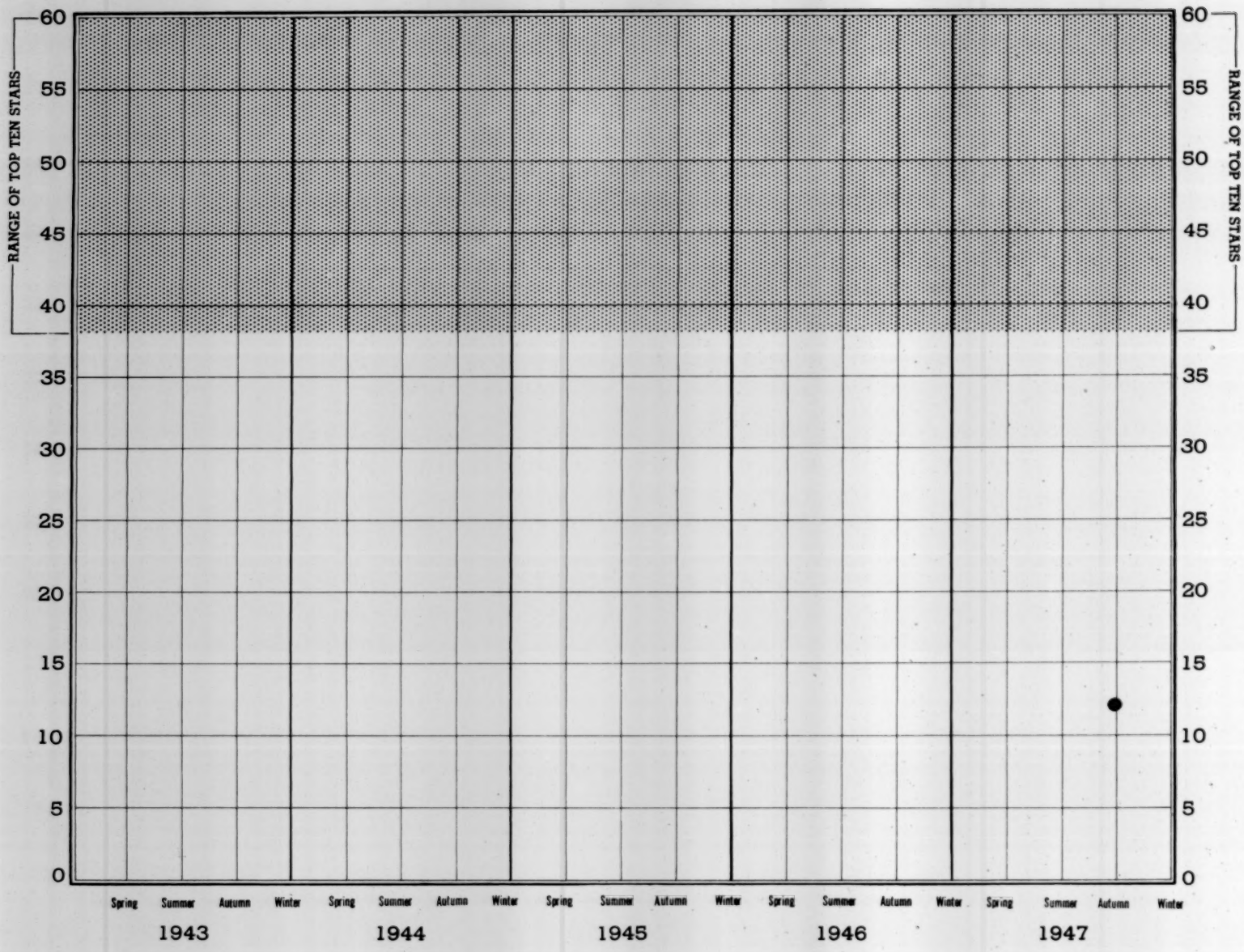
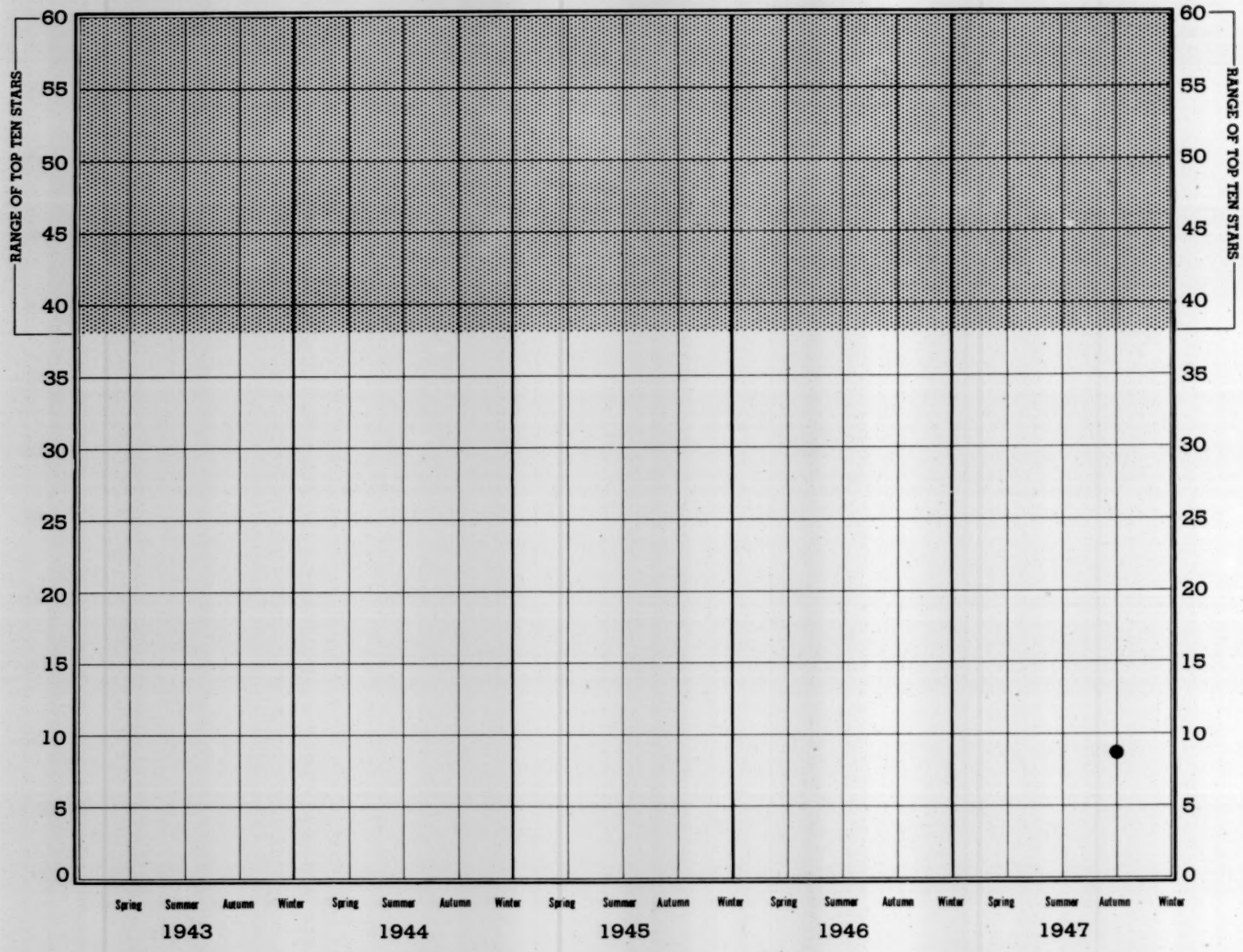
Marjorie MAIN



Fredric MARCH



Freddy MARTIN & ORCHESTRA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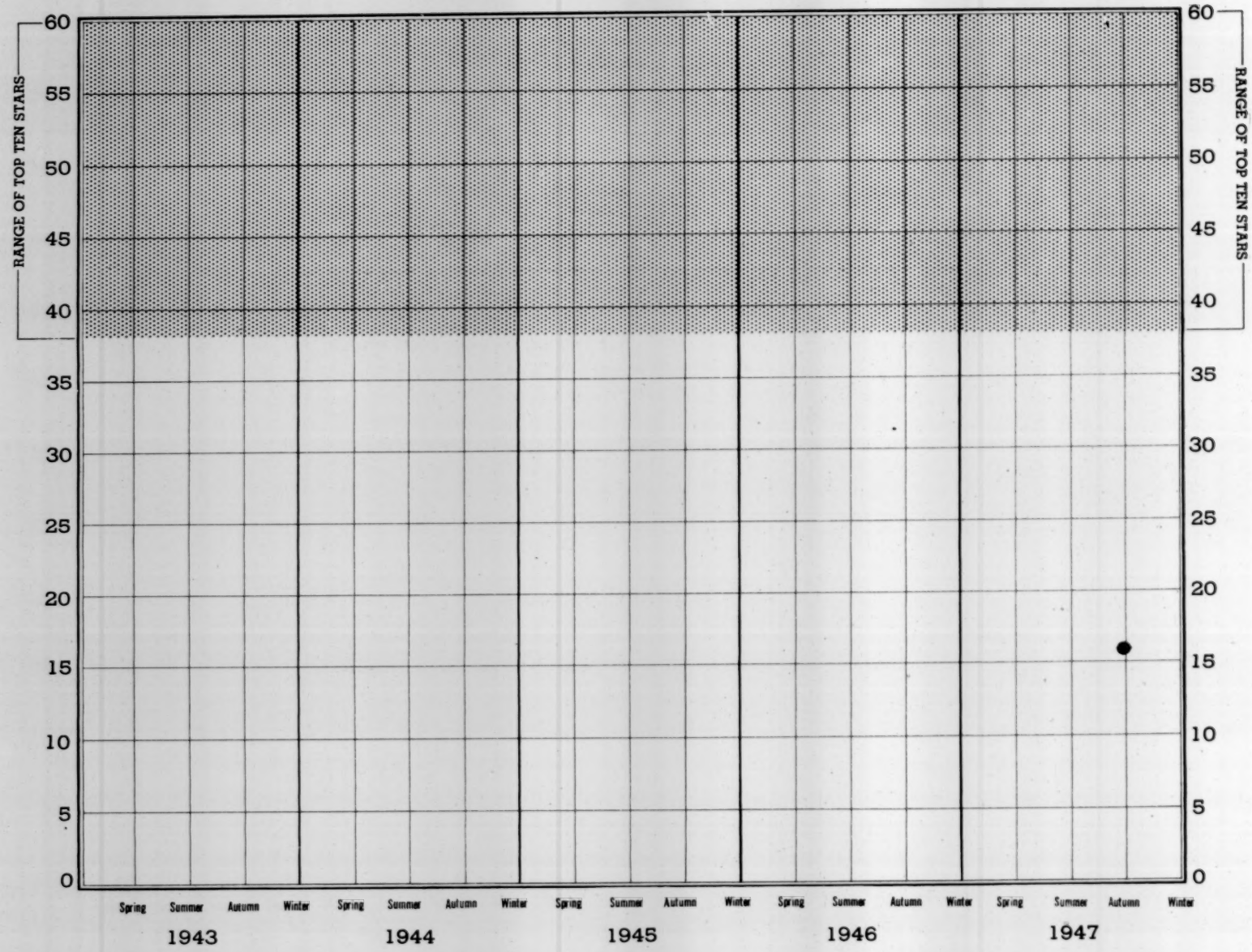
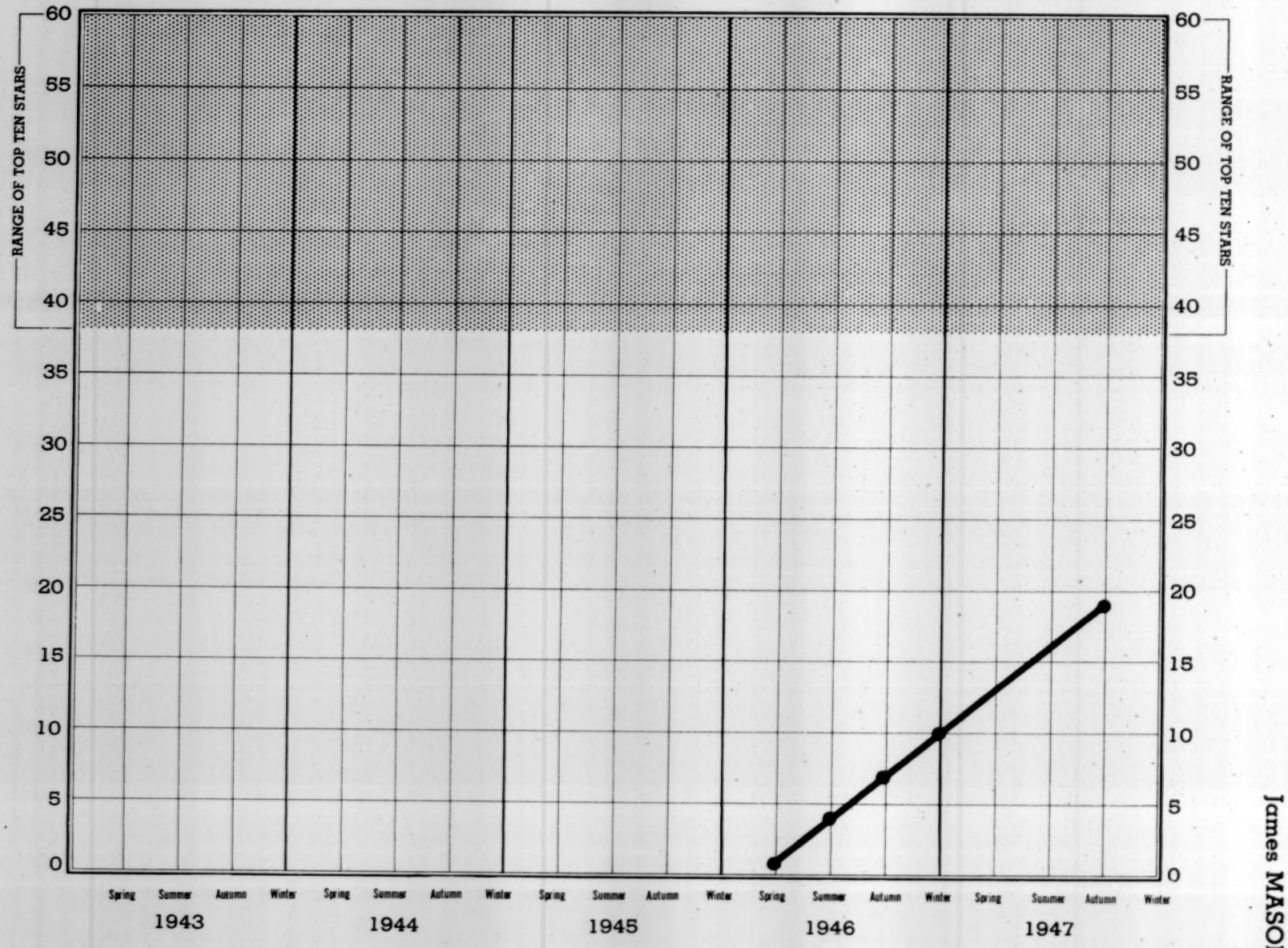
Tony MARTIN



MARX BROTHERS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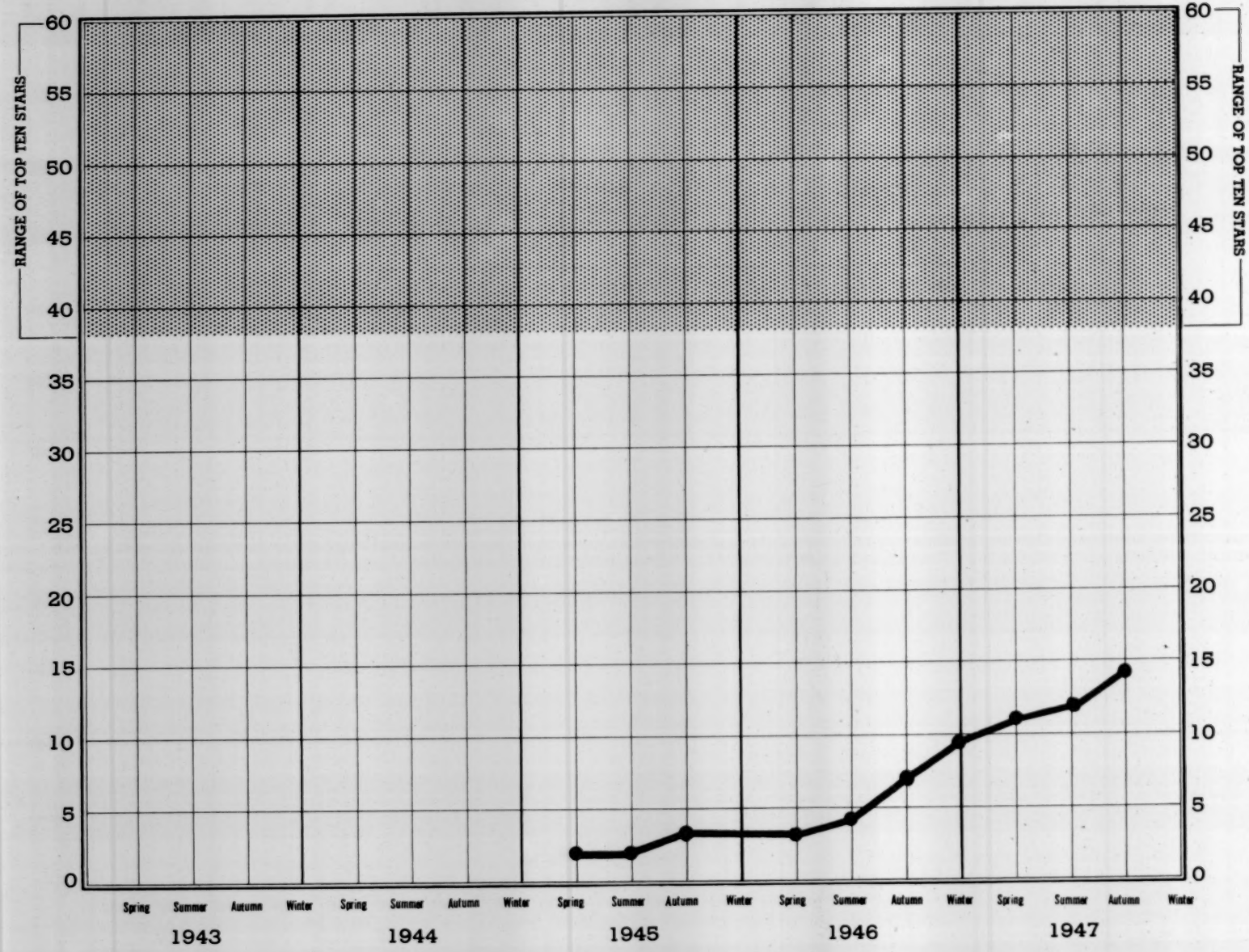
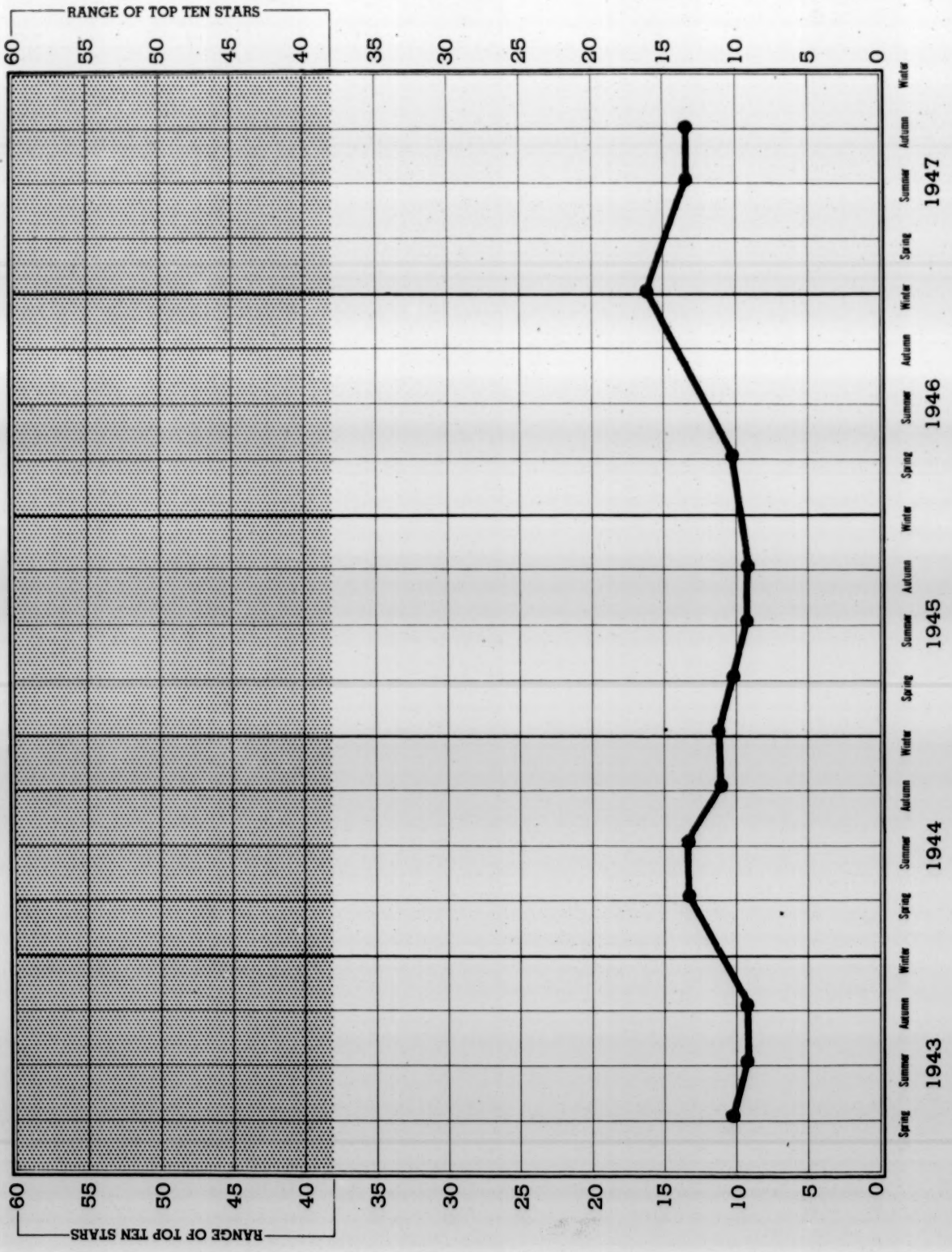


Virginia MAYO

Joel McCREA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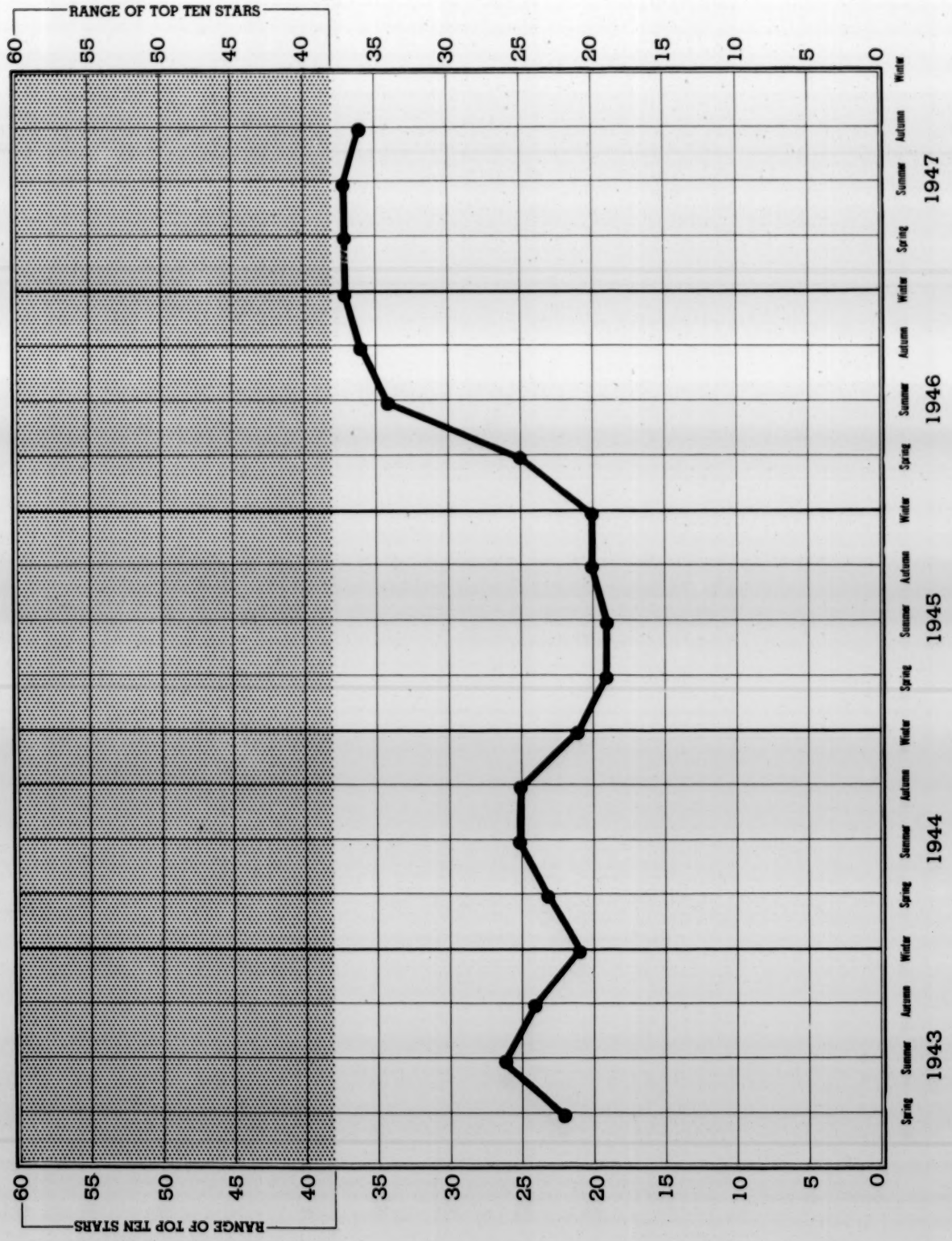
Ray MILLAND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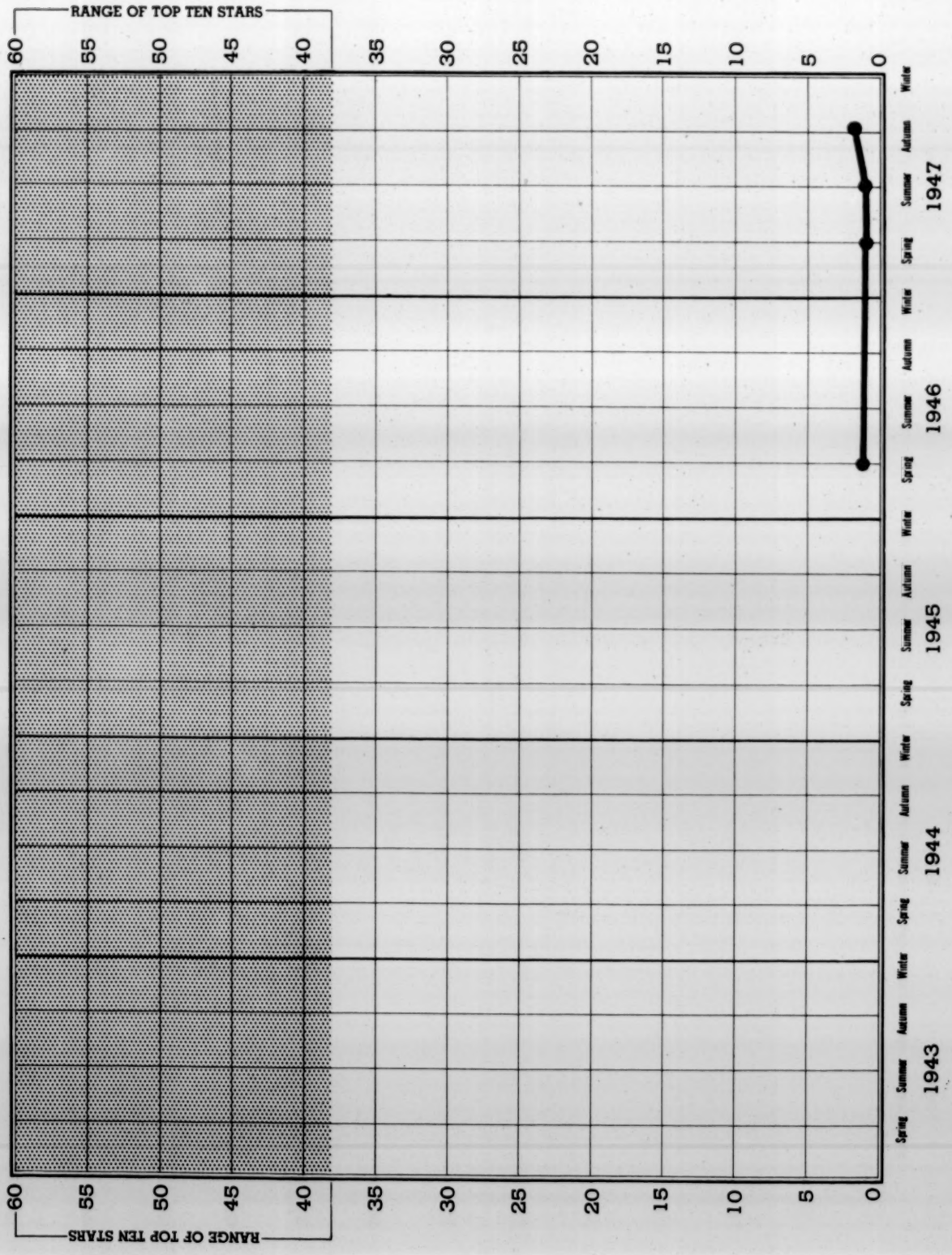
John MILLS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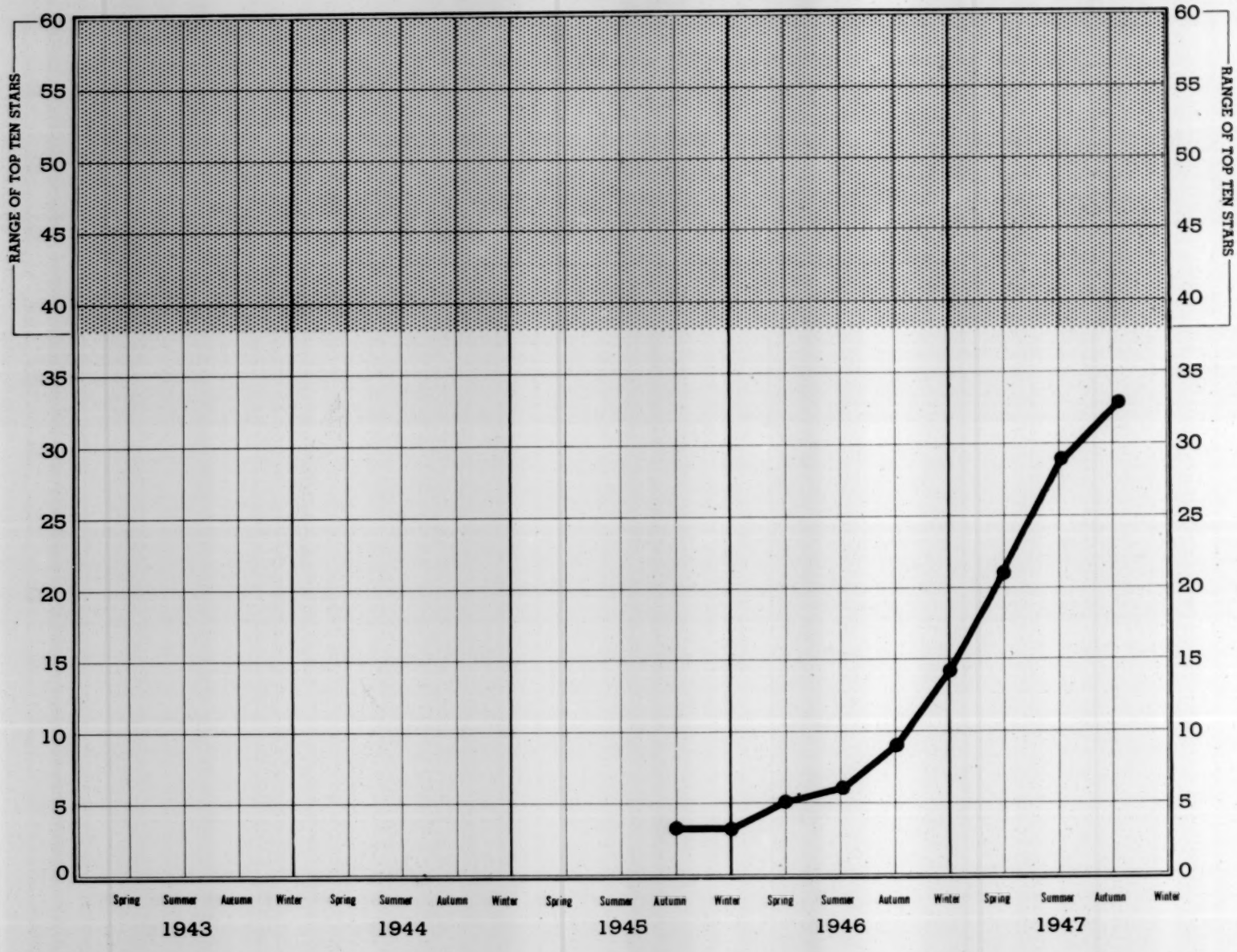
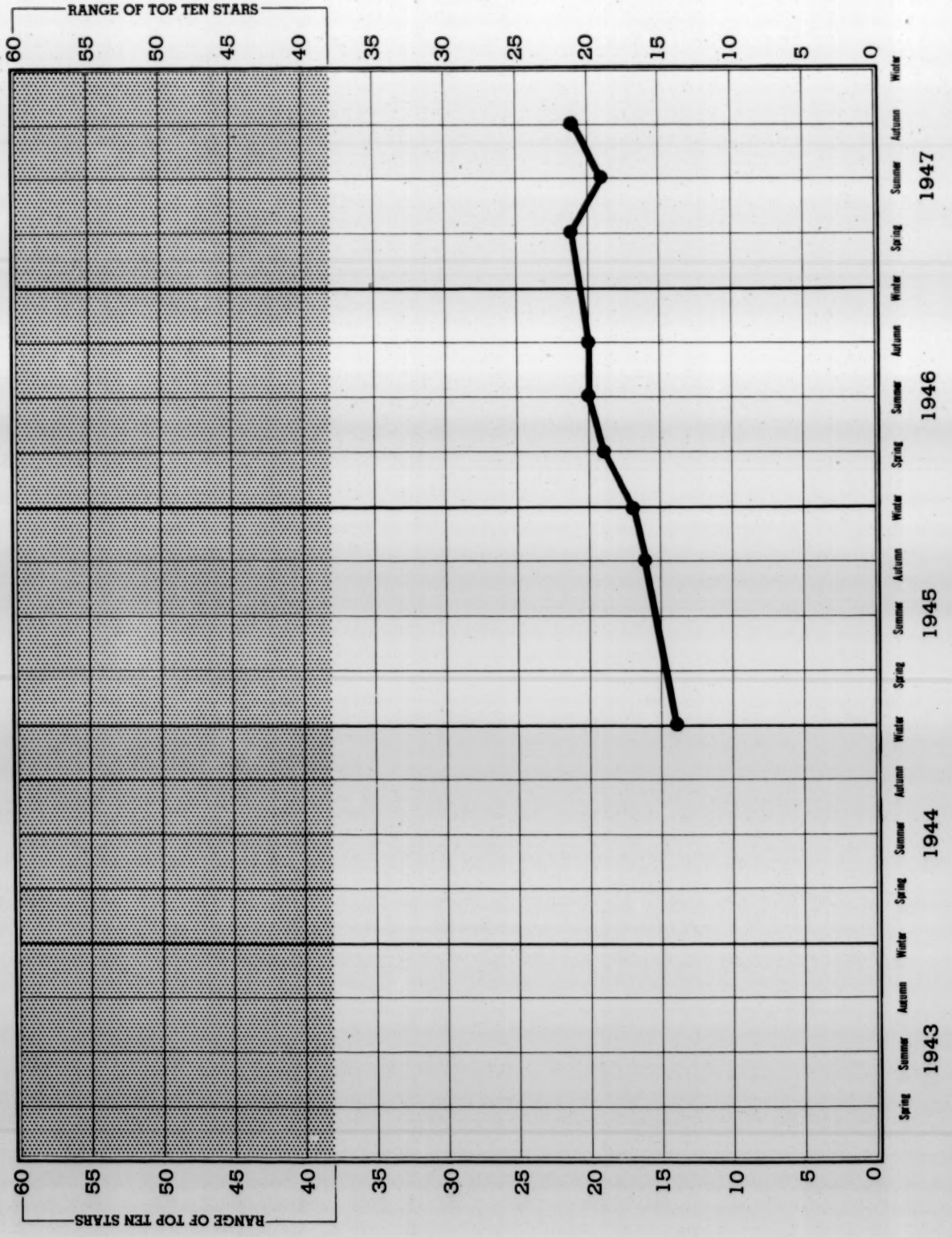
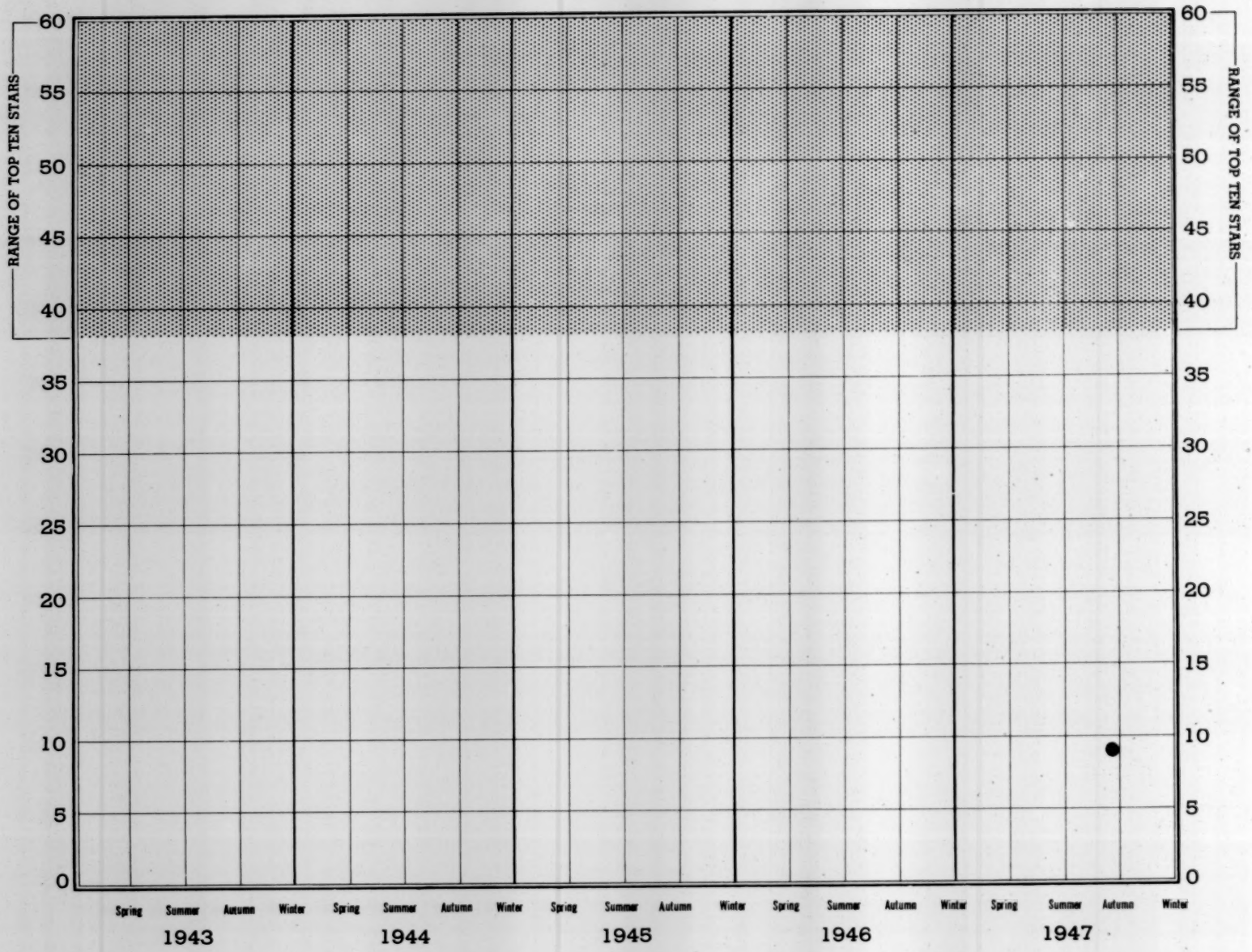


Robert MITCHUM

Robert MONTGOMERY

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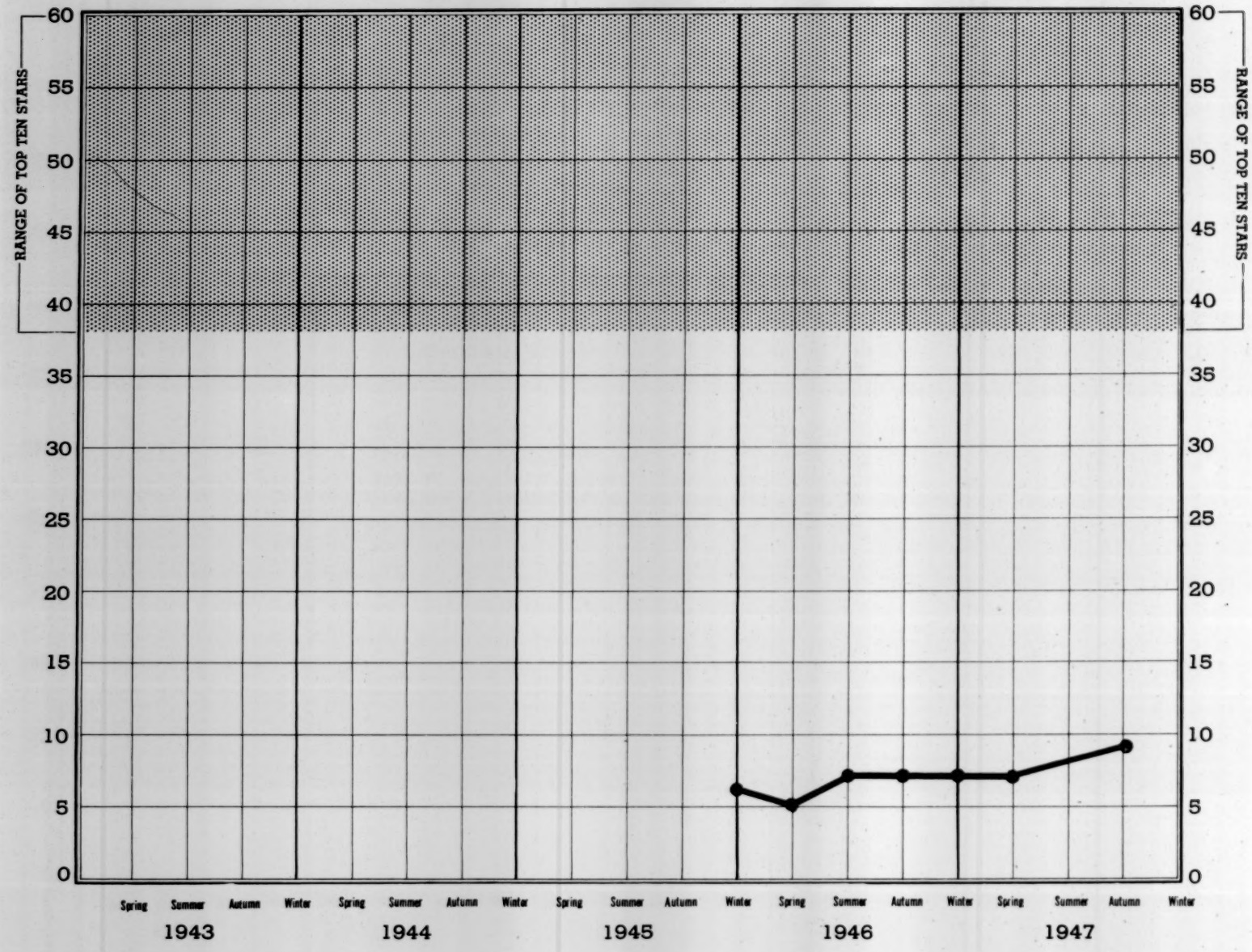
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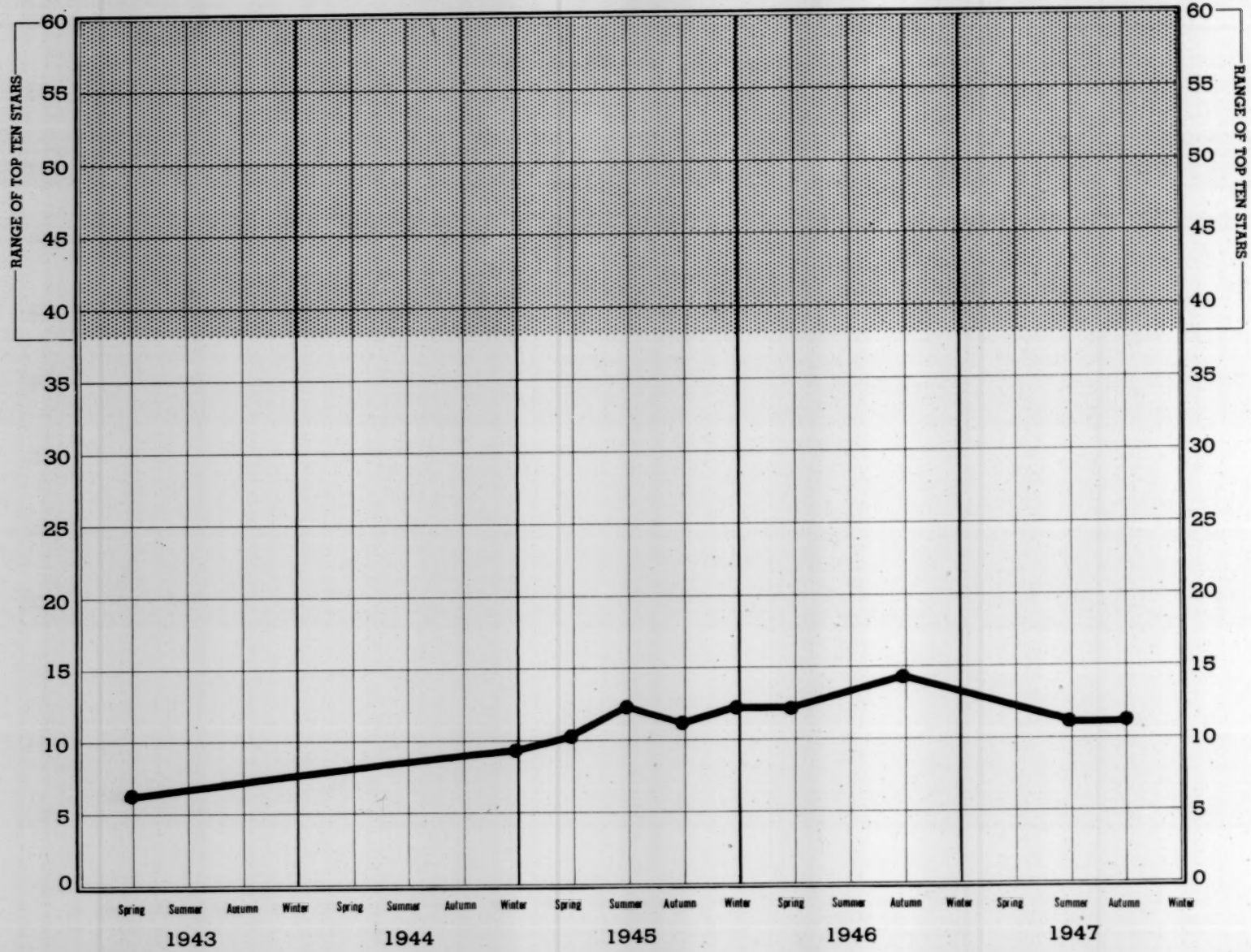
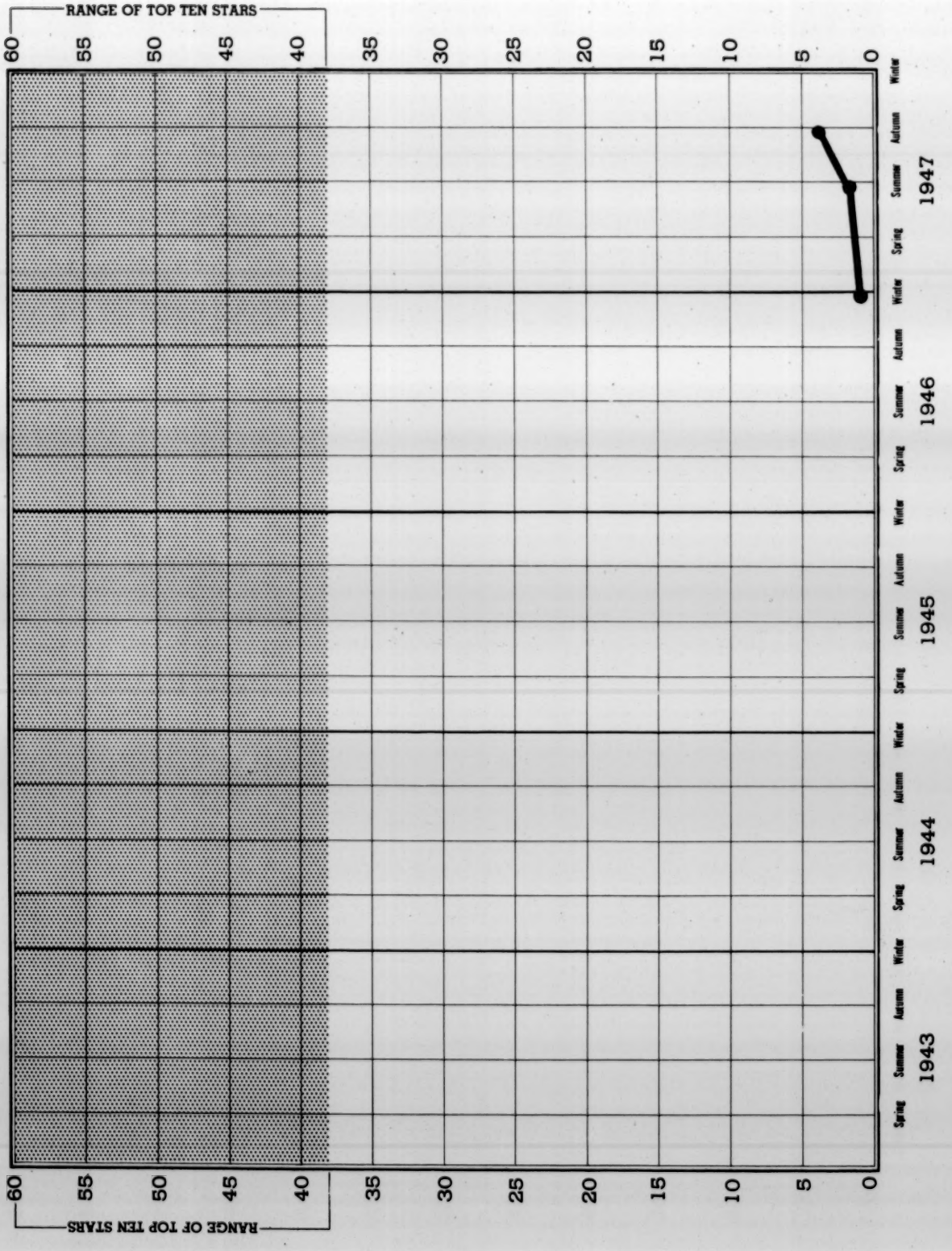
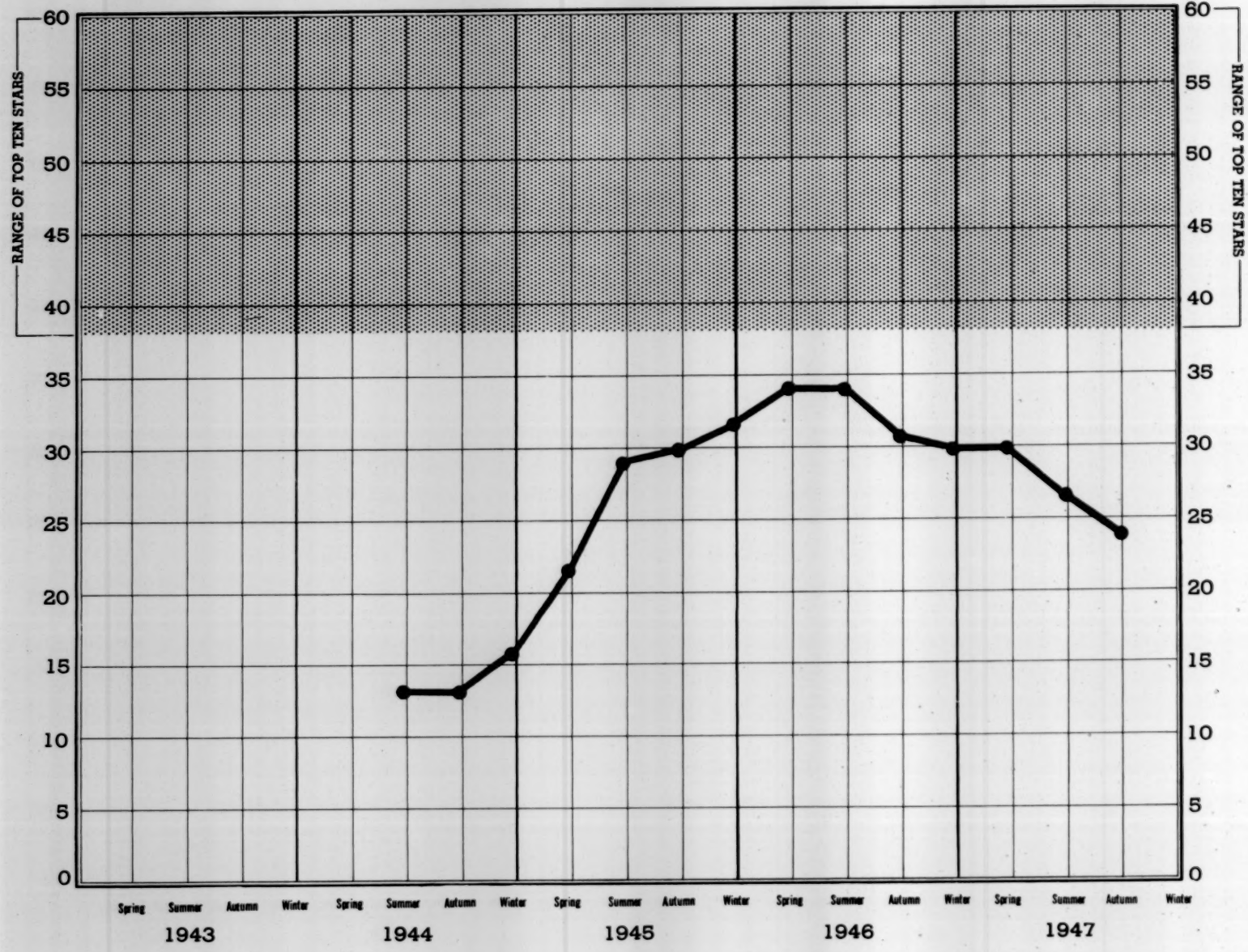
David NIVEN



Merle OBERON

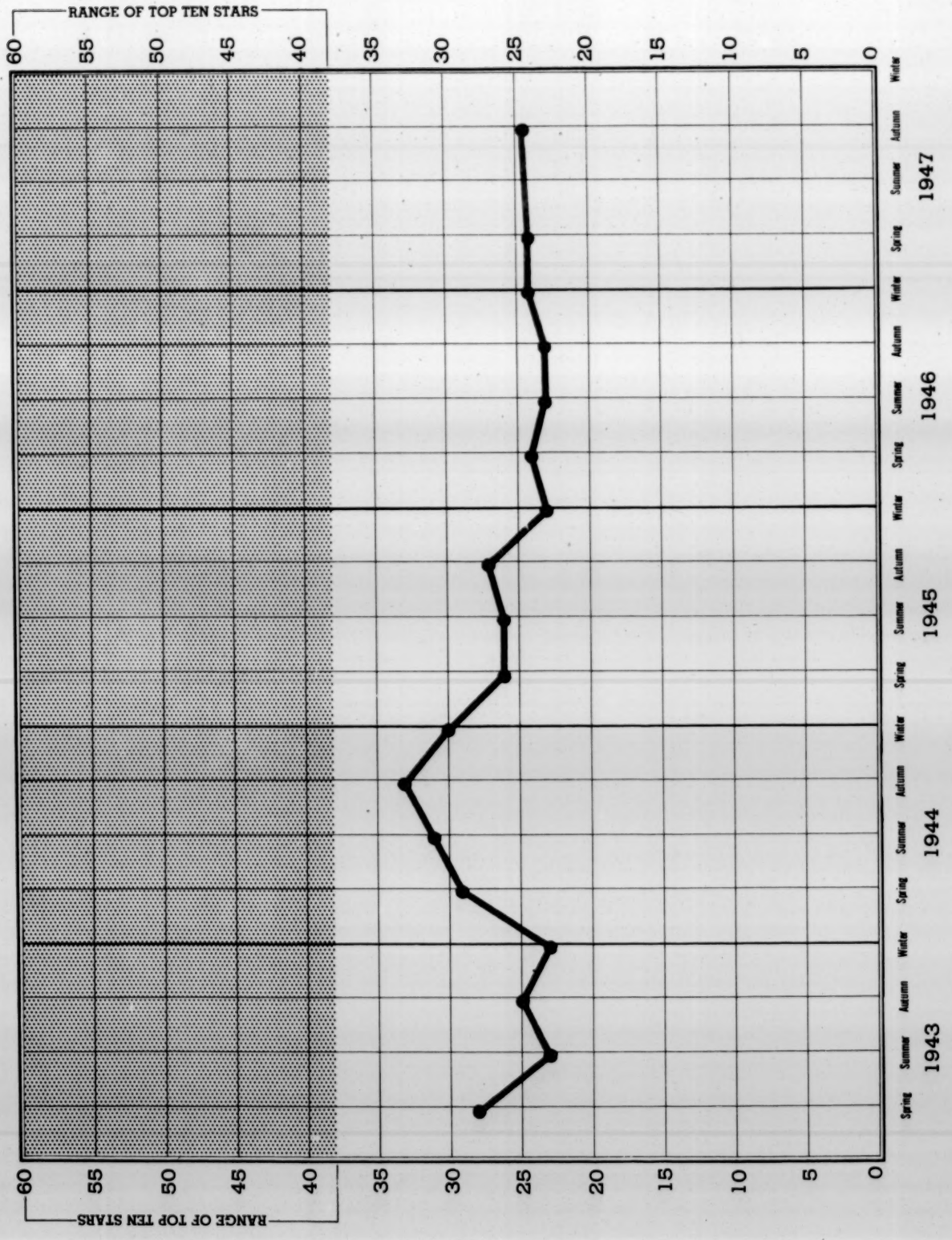
Edmond O'BRIEN





Margaret O'BRIEN

Pat O'BRIEN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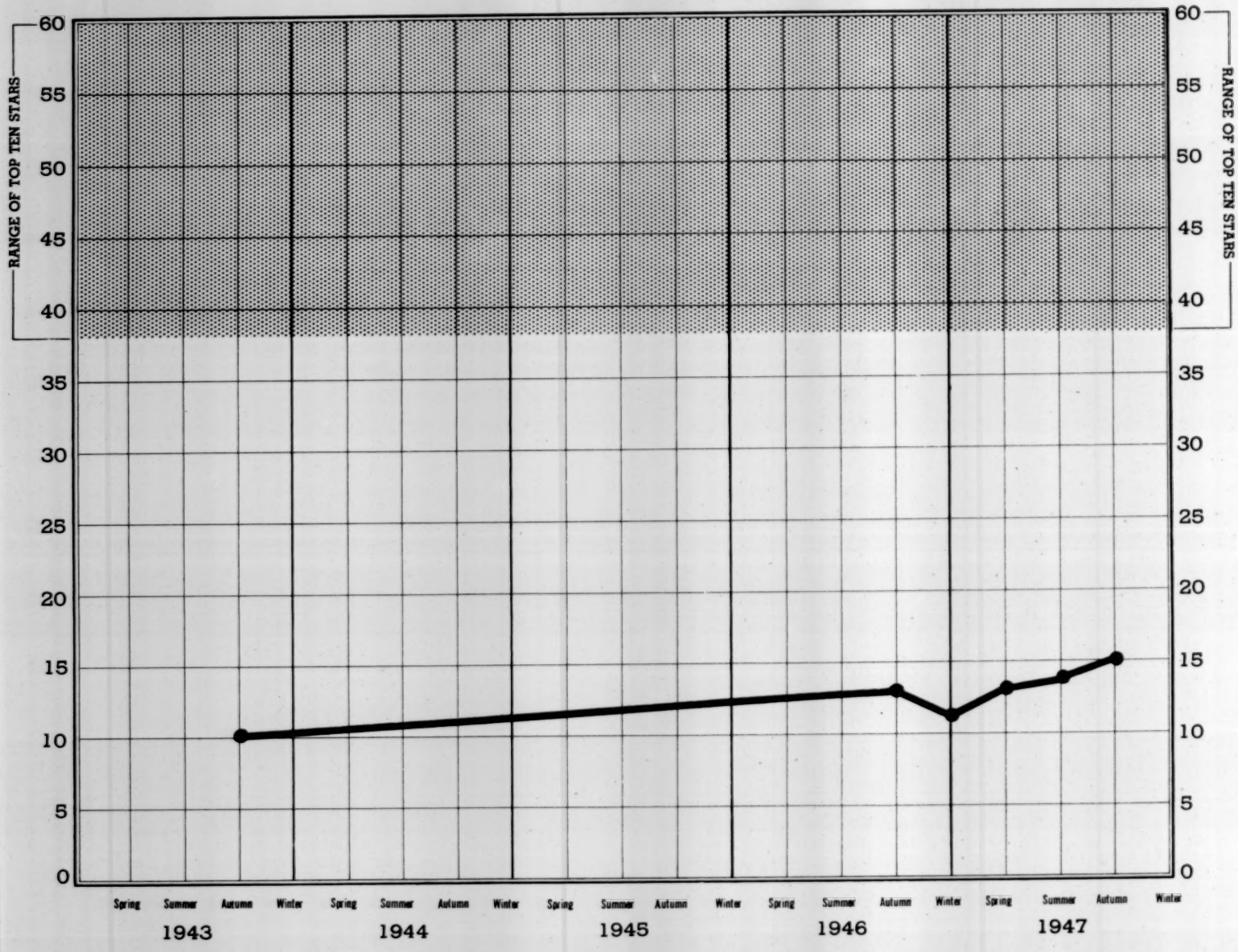
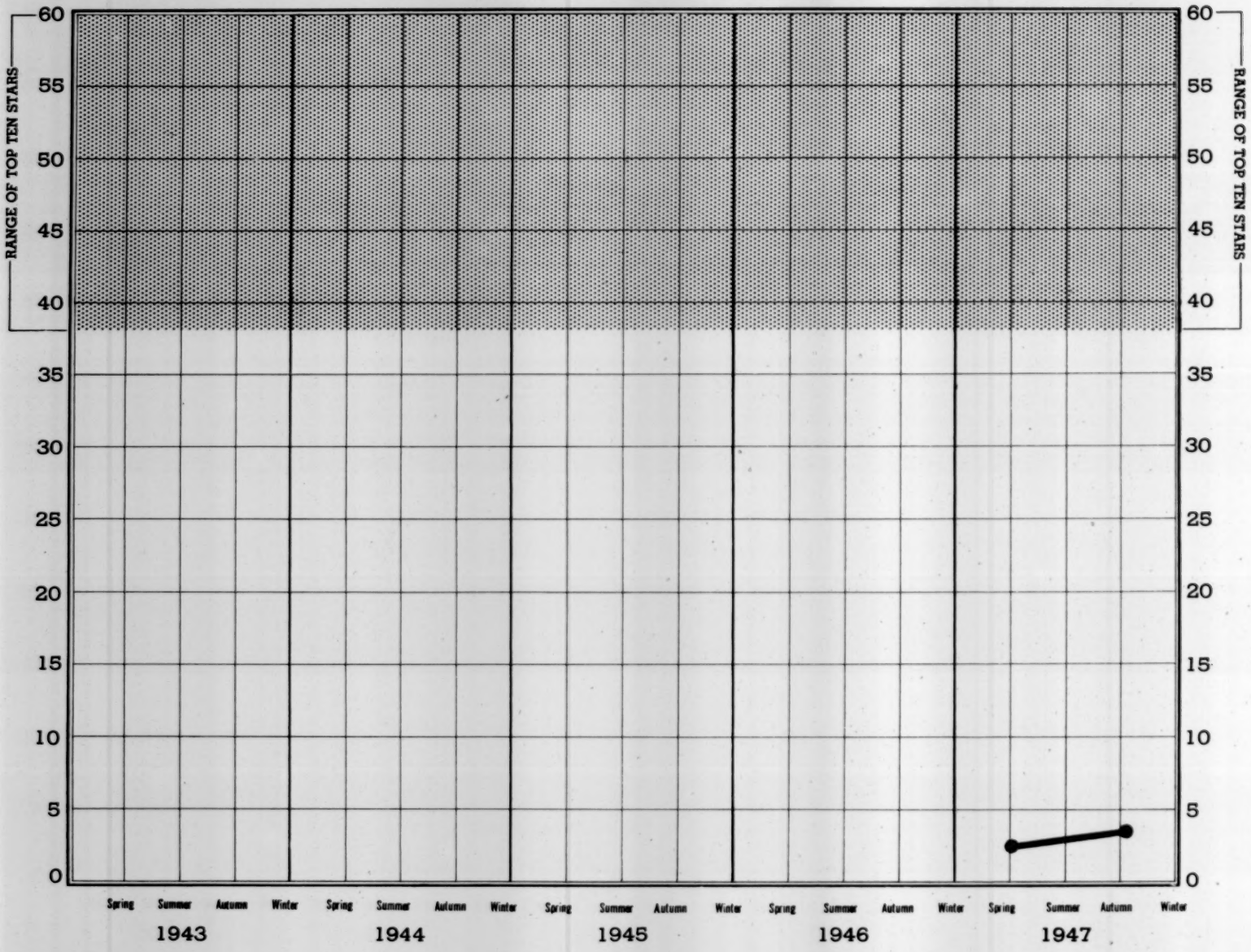
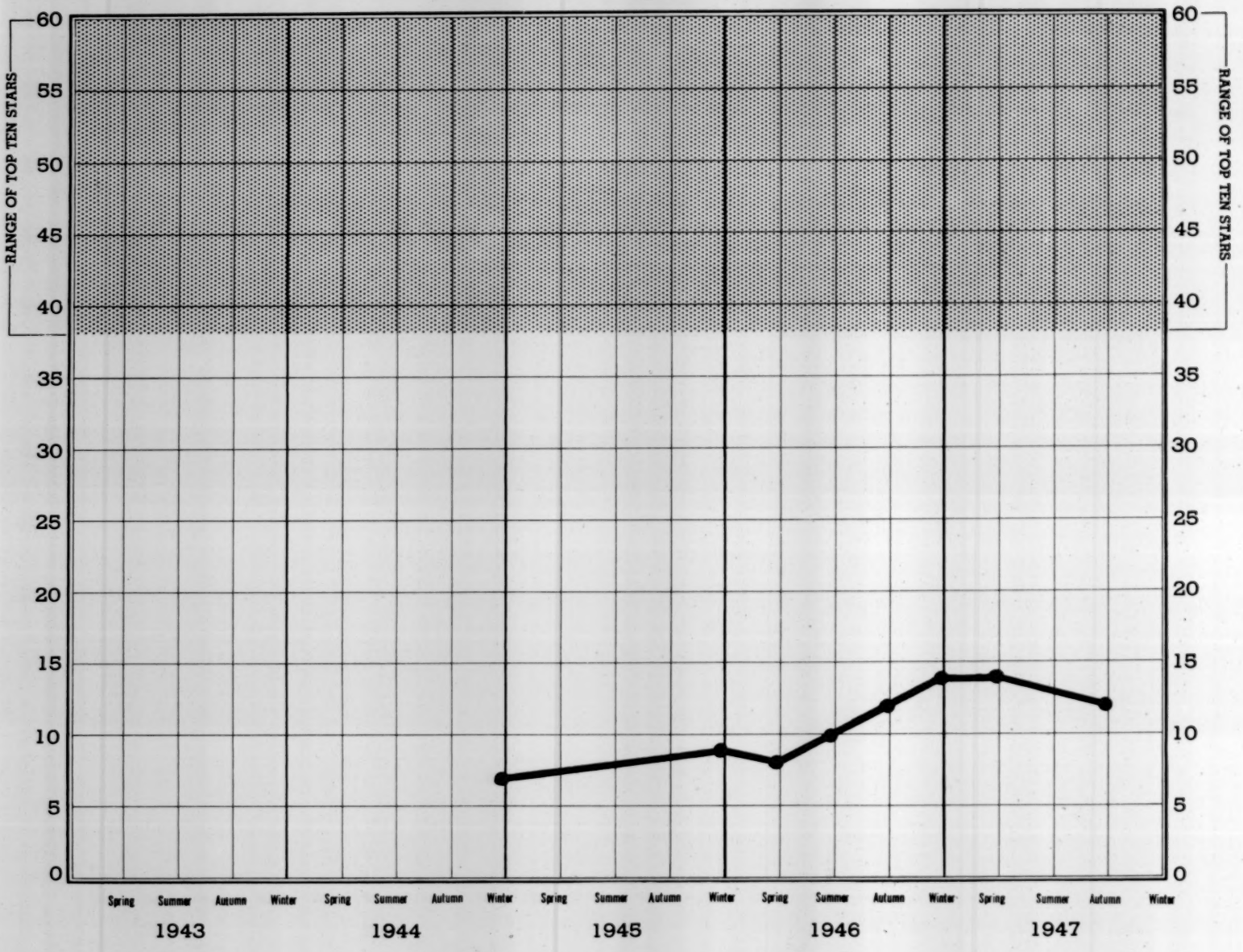


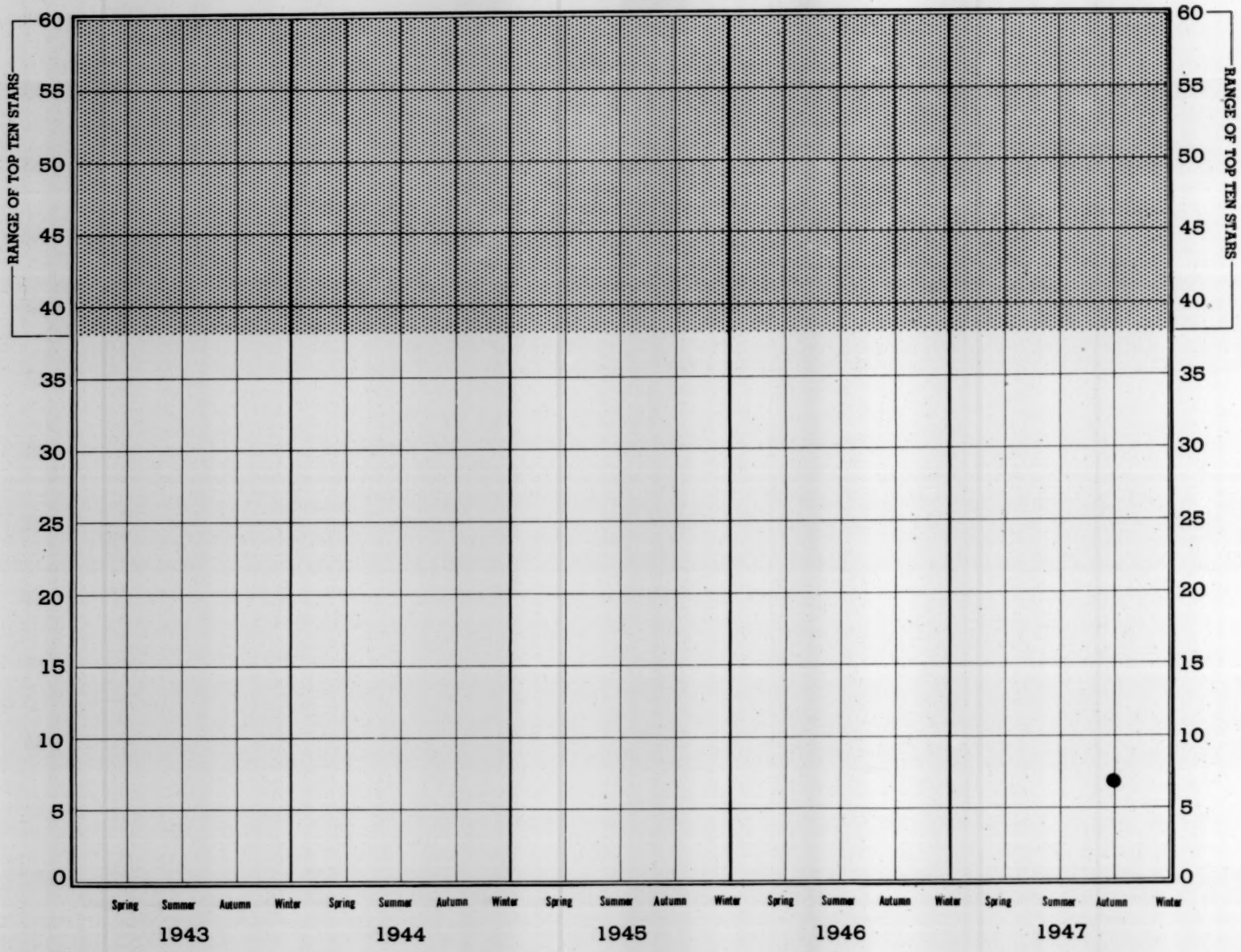
Donald O'CONNOR



Cathy O'DONNELL



Laurence OLIVIER



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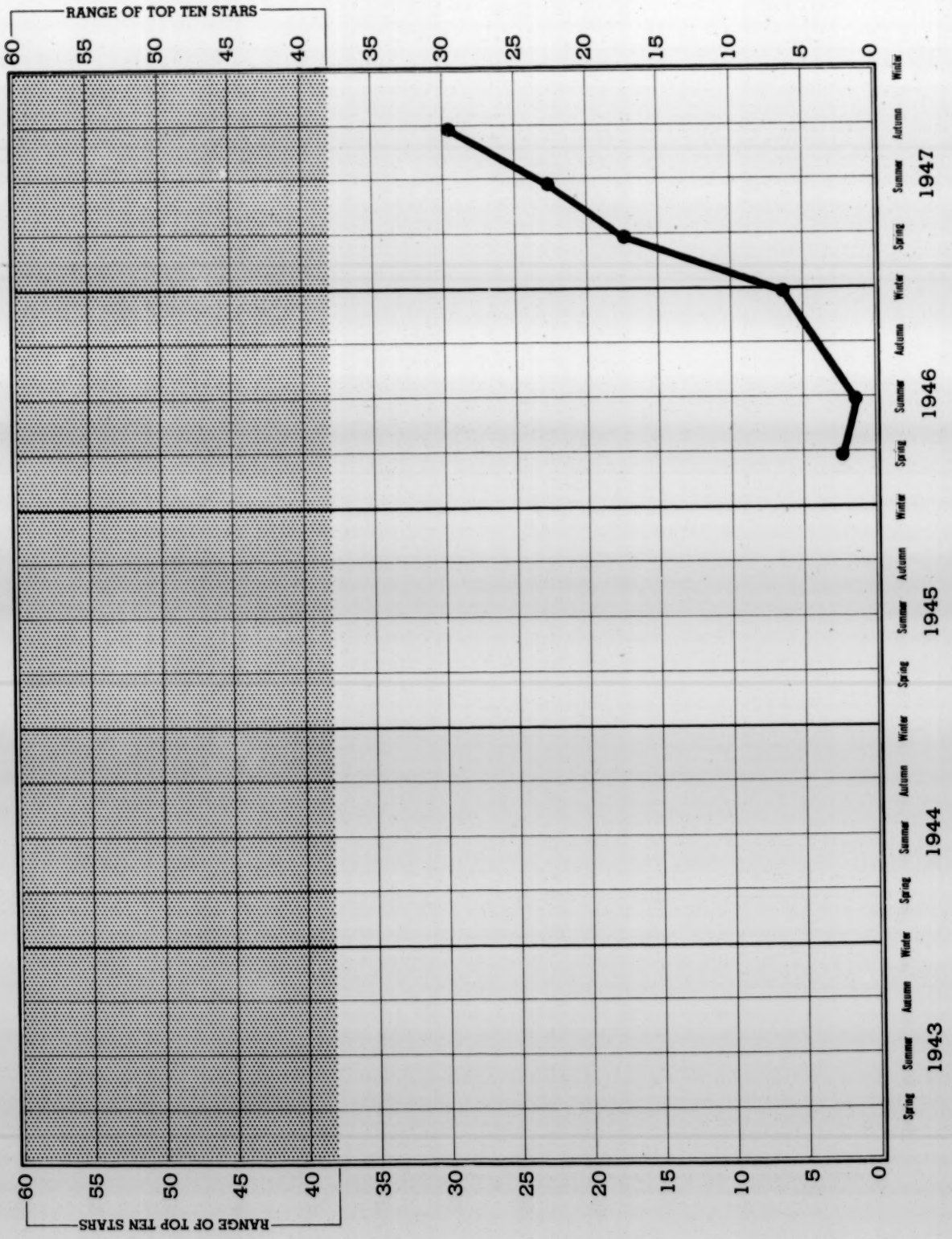
Larry PARKS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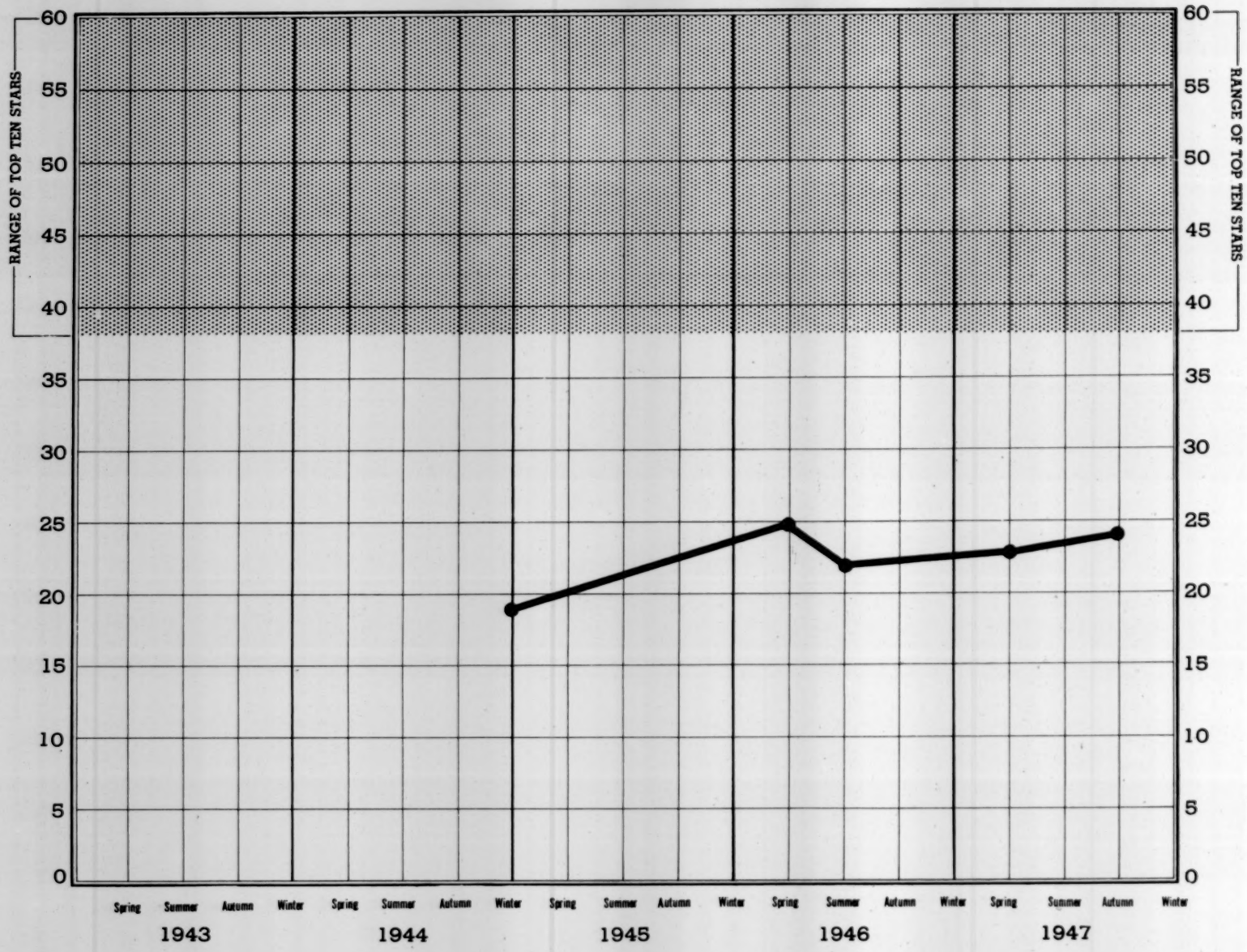
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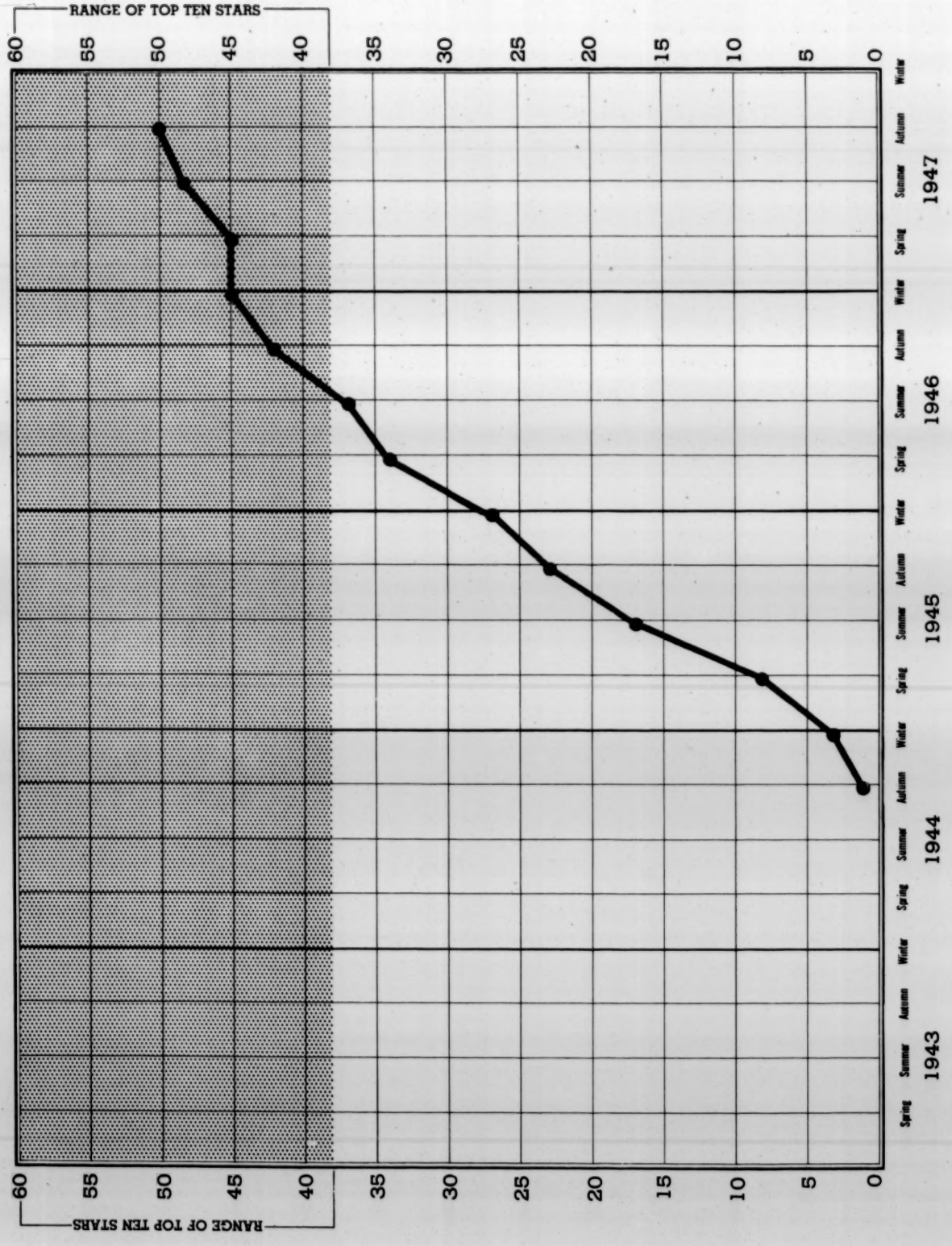

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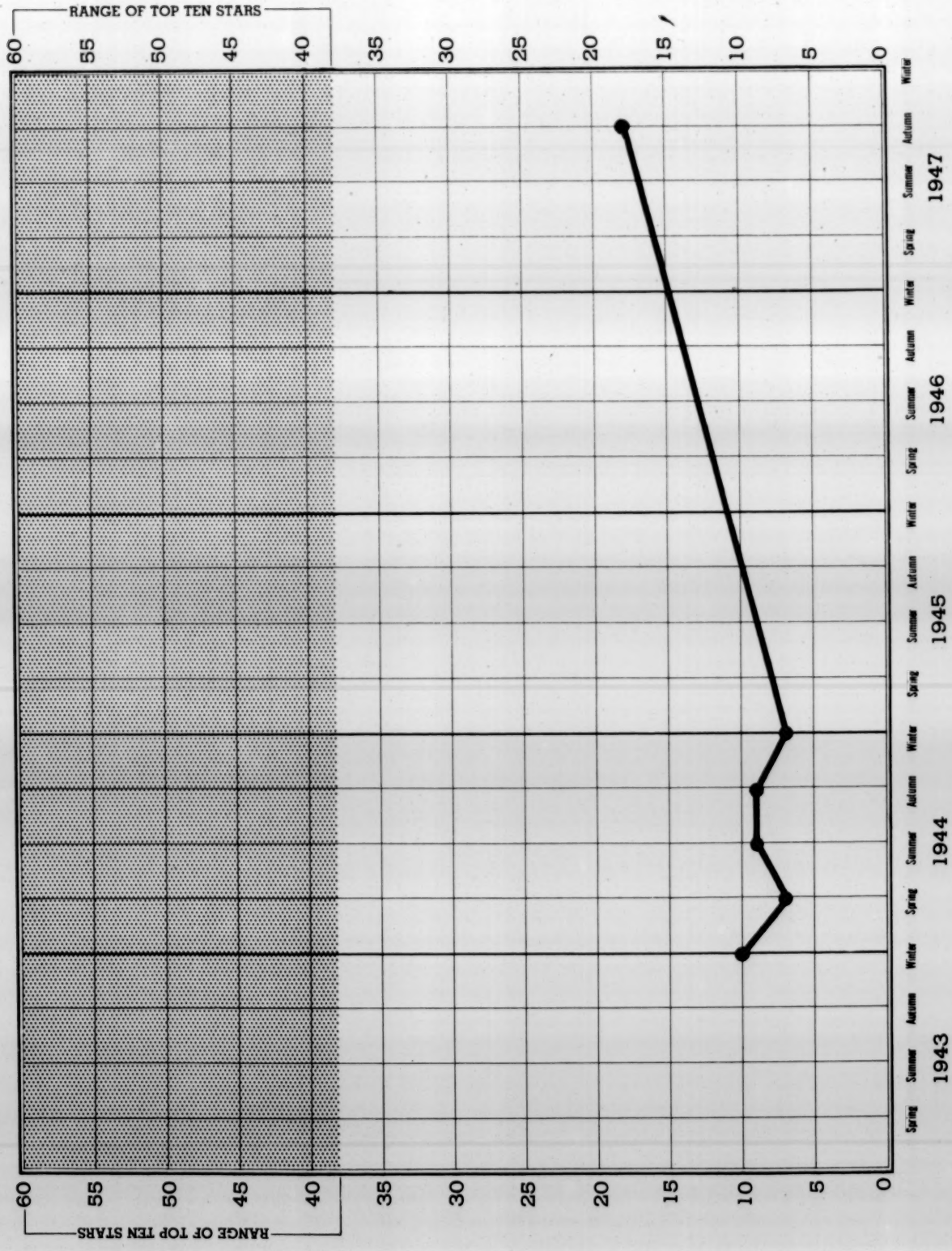

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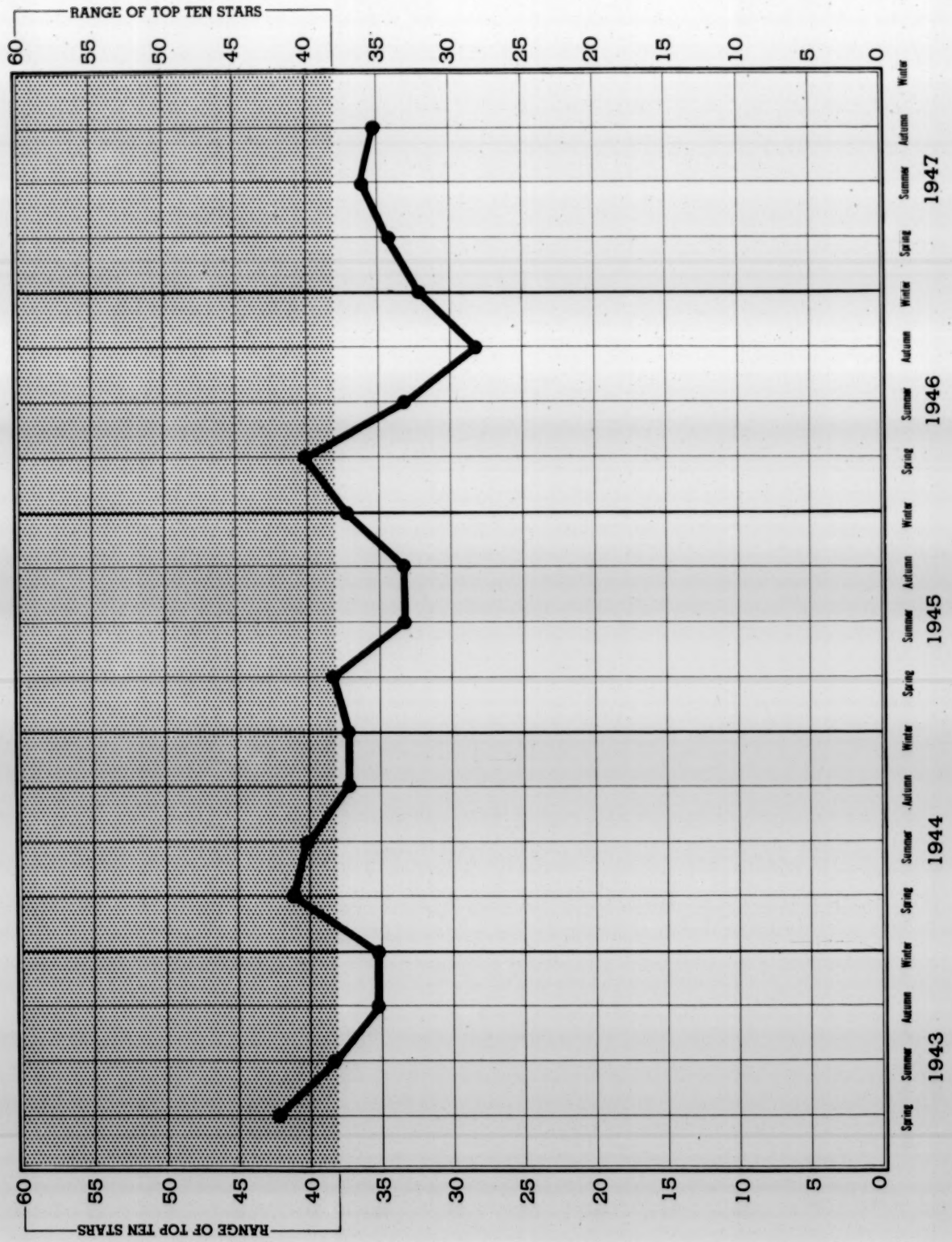

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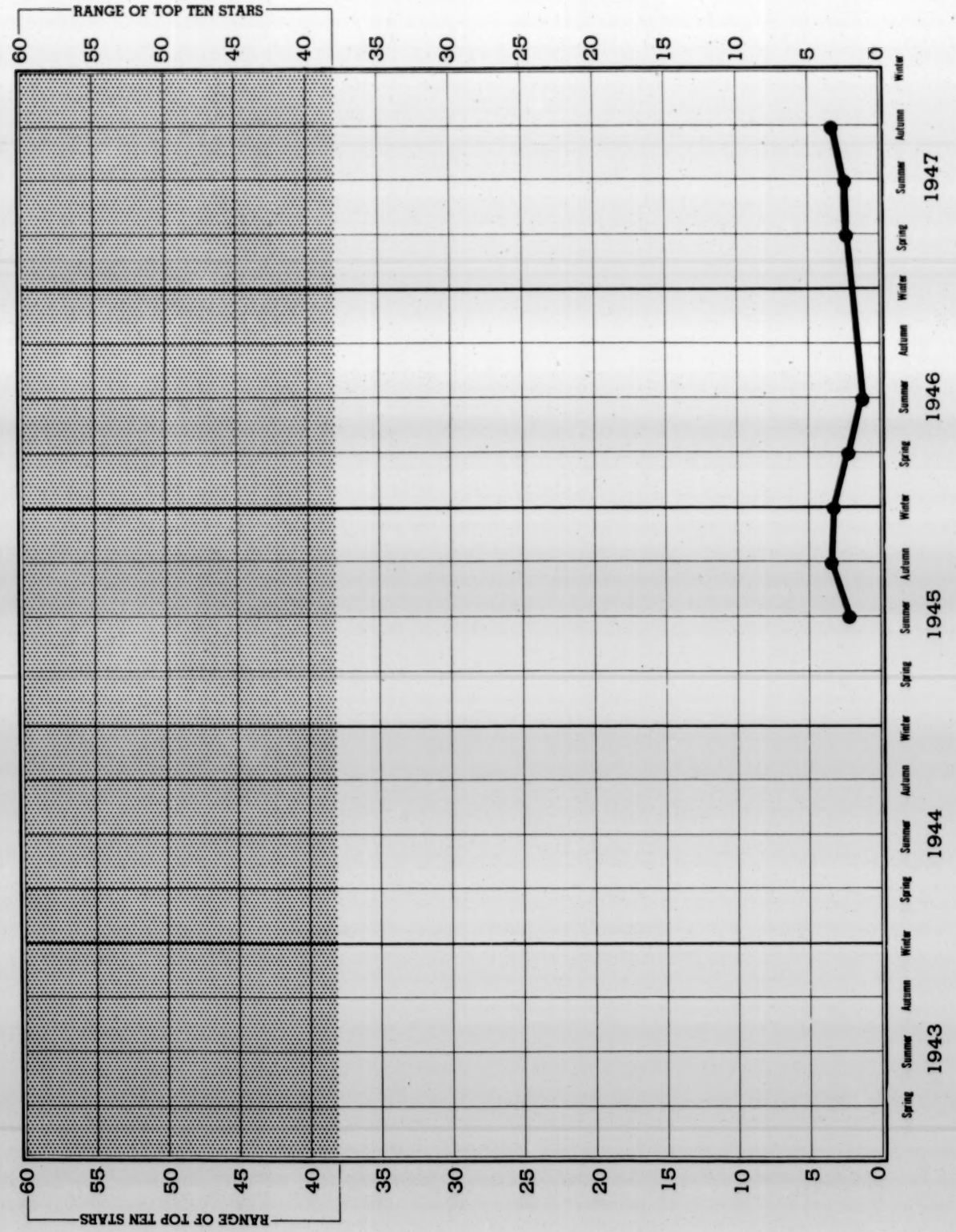
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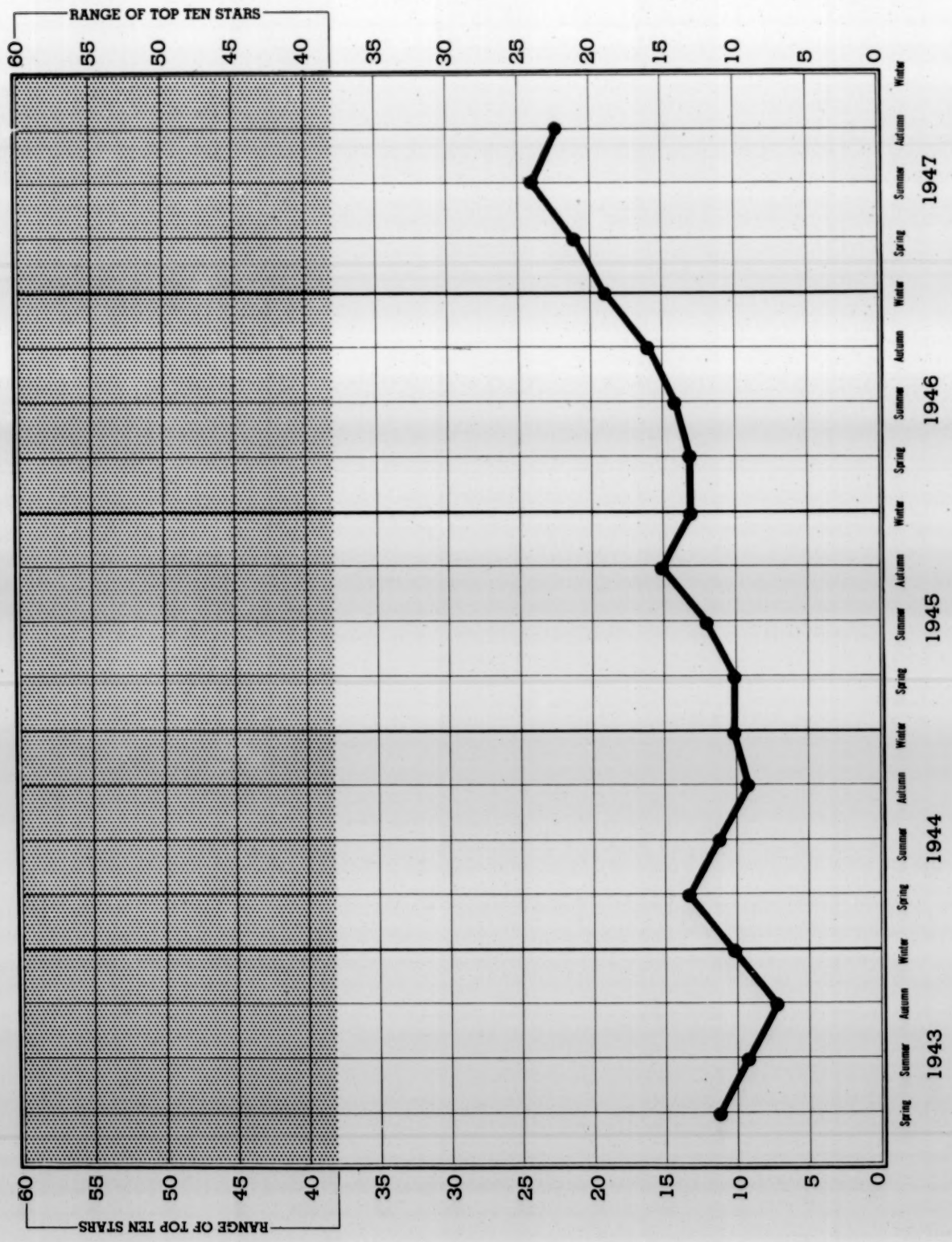
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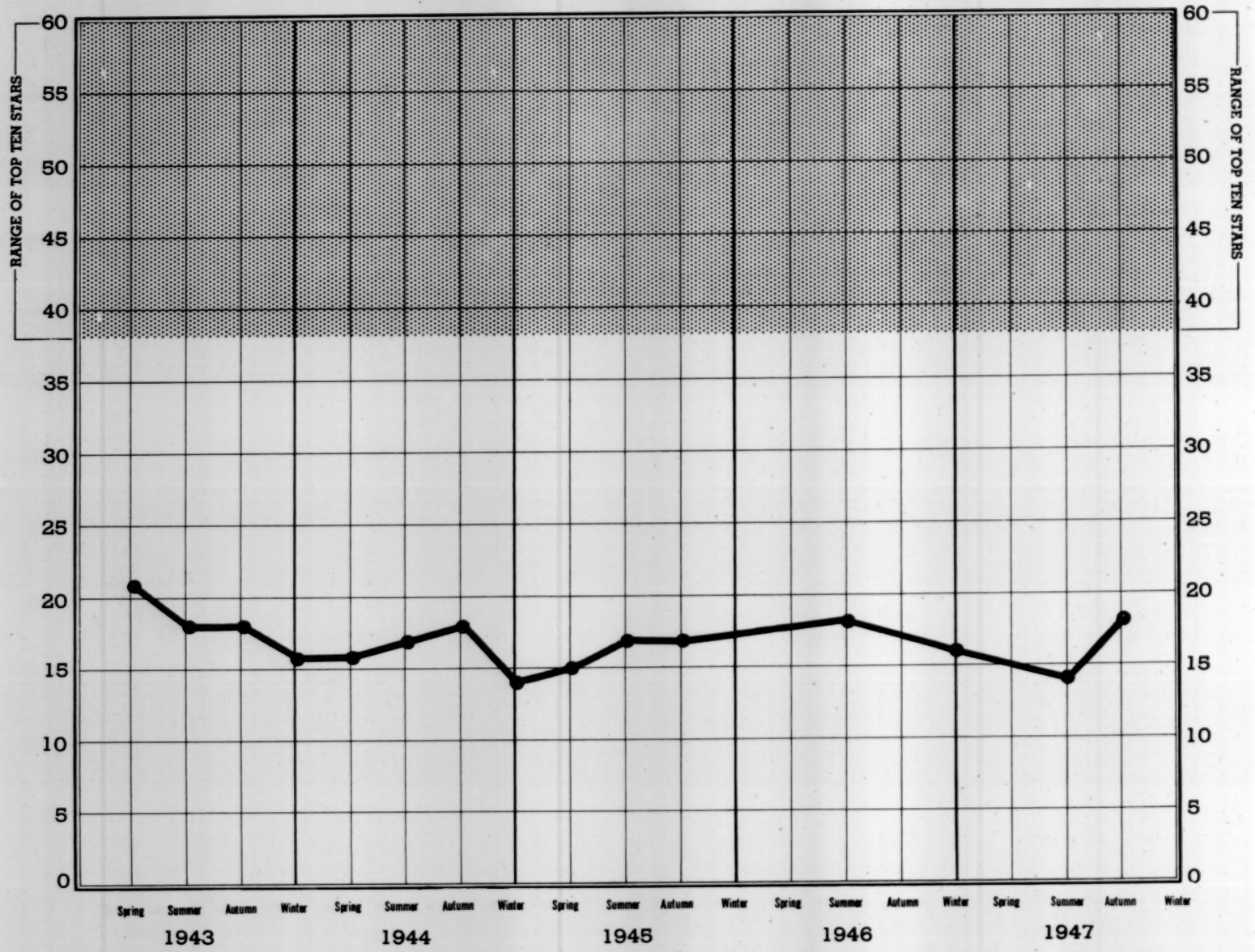

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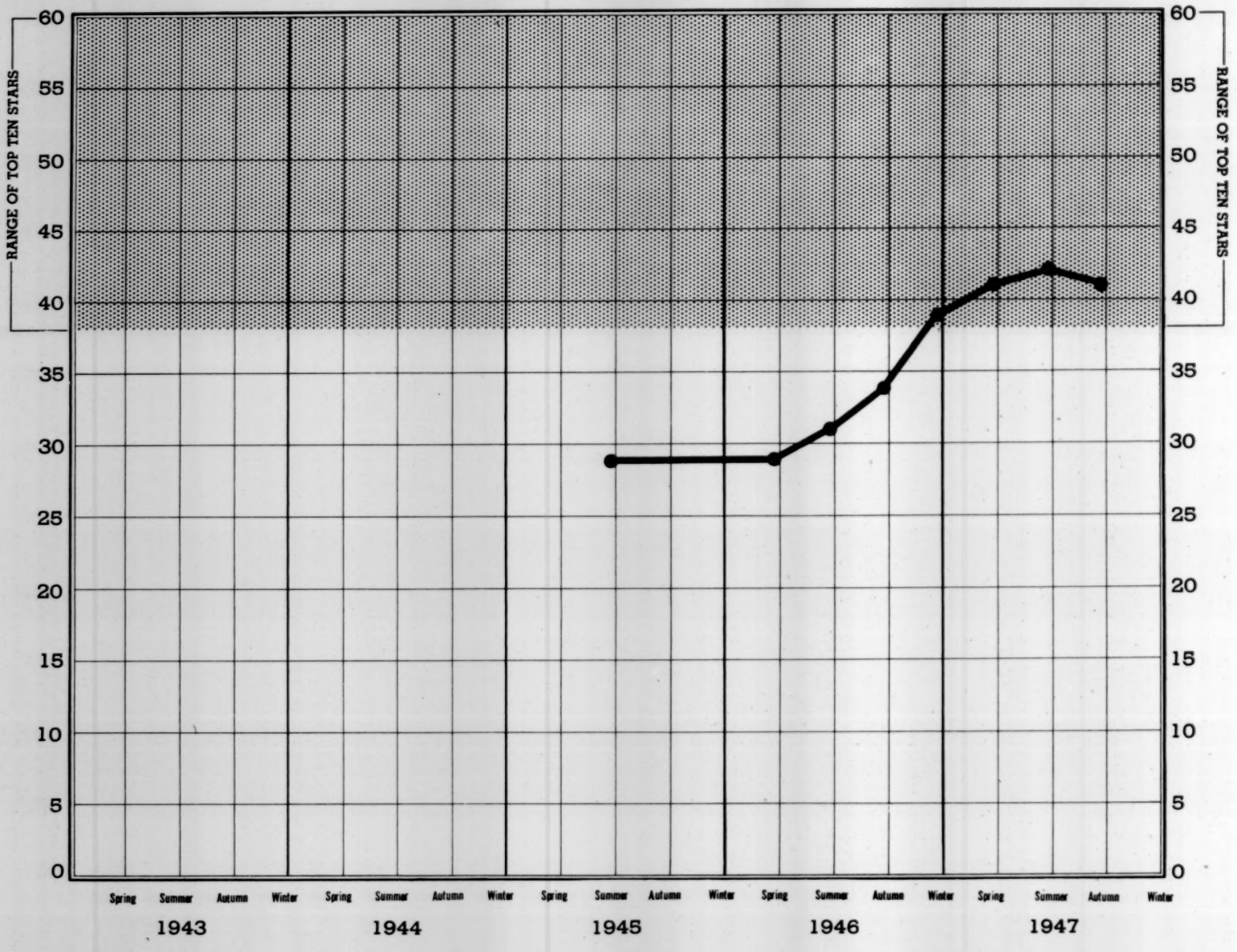

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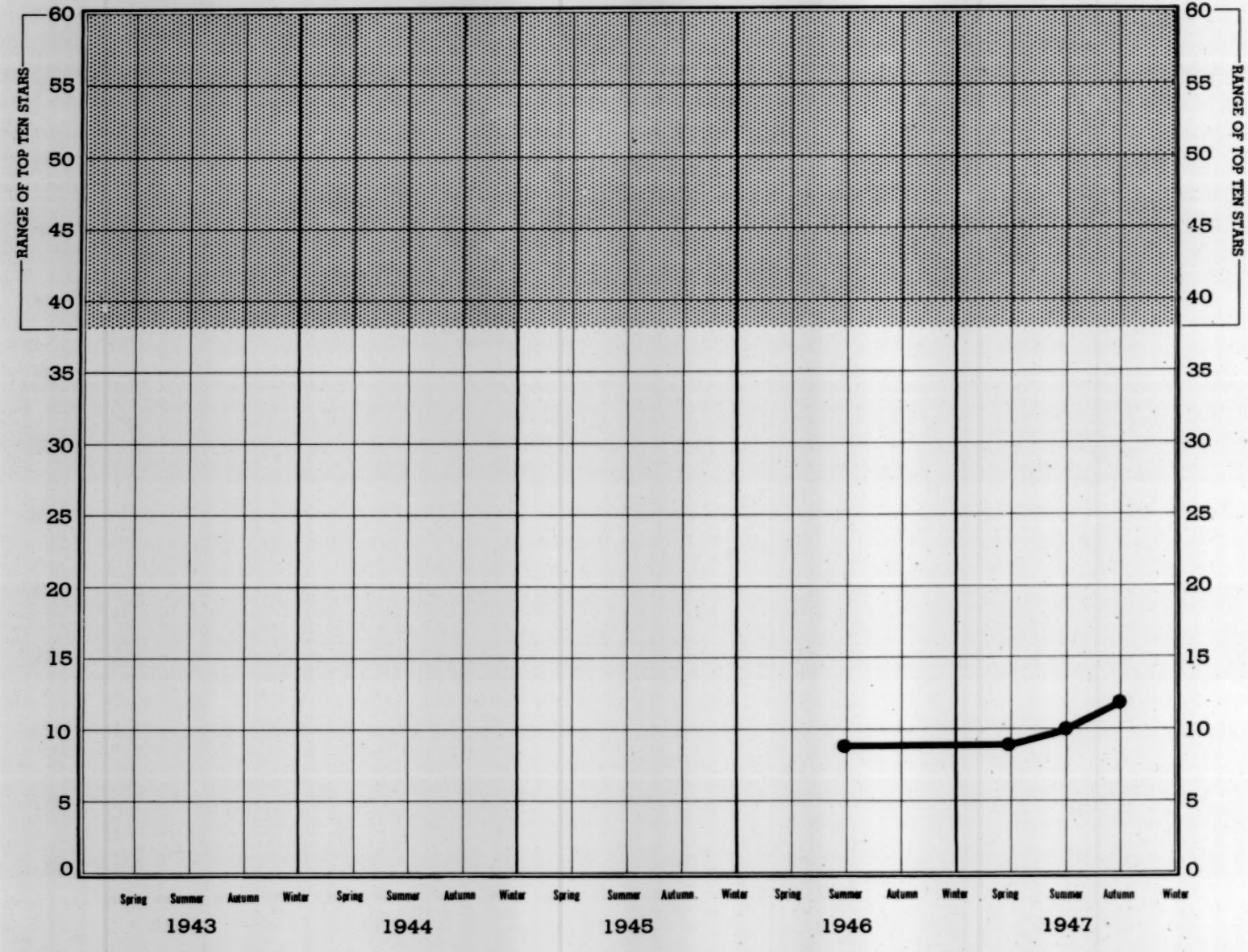

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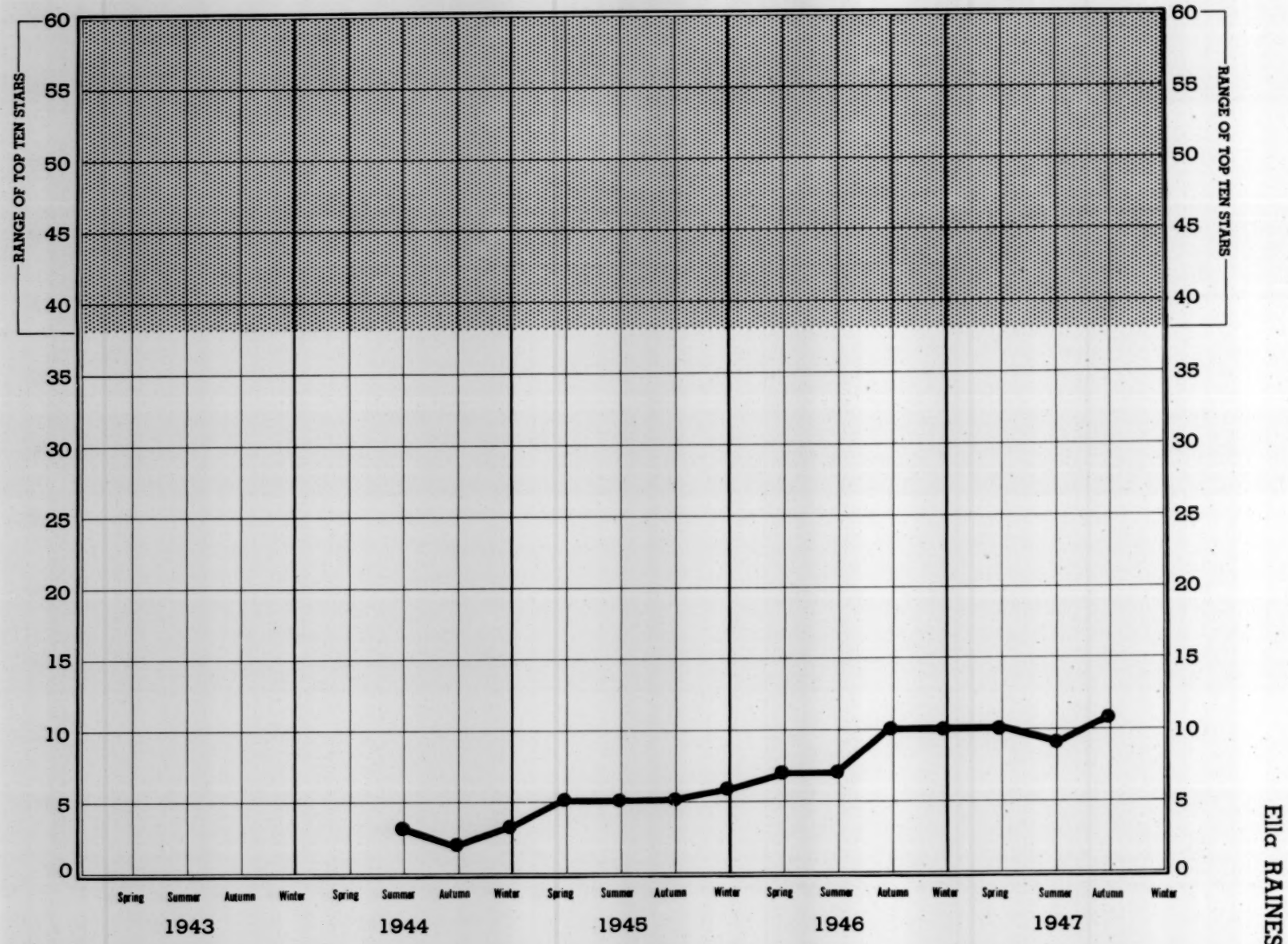
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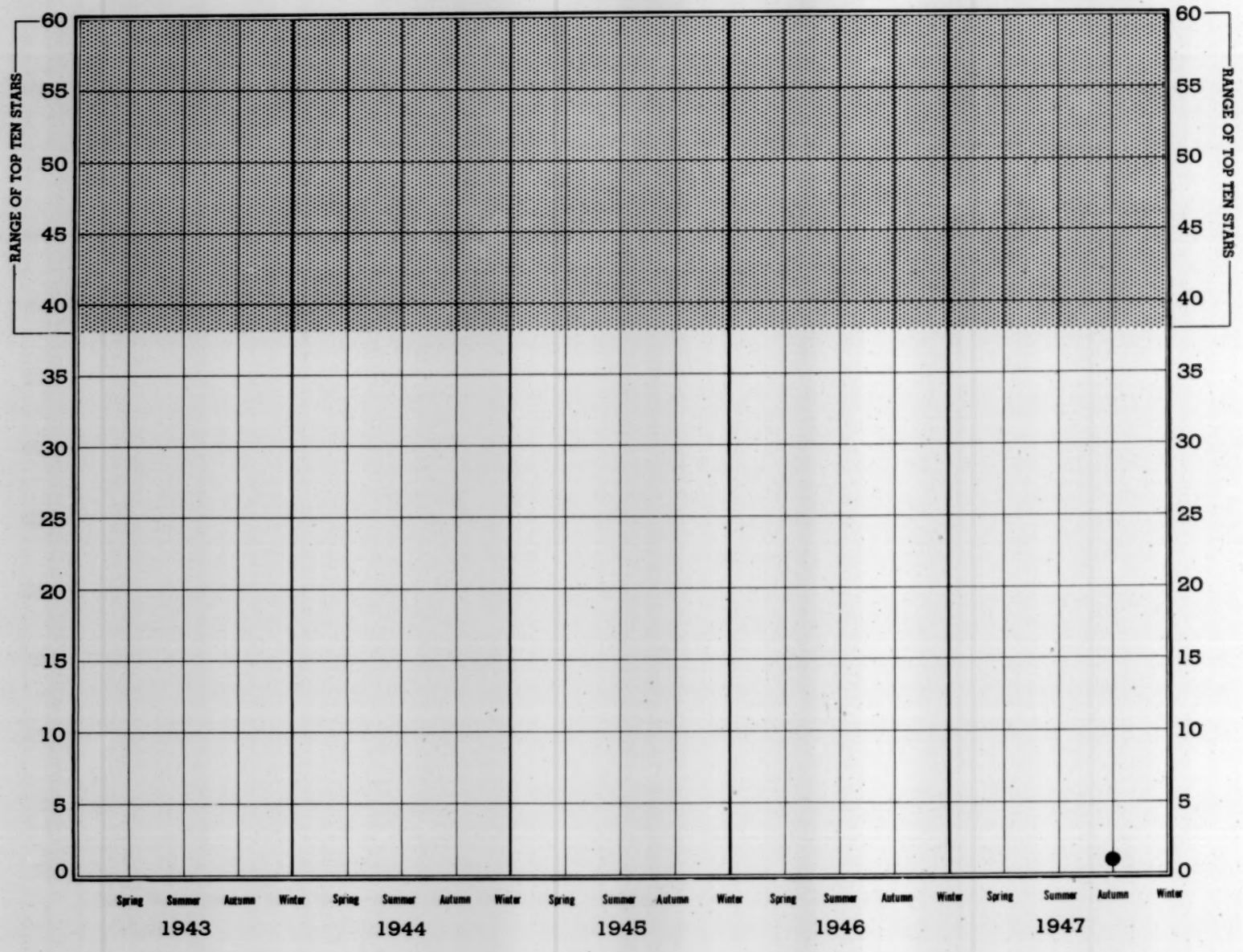
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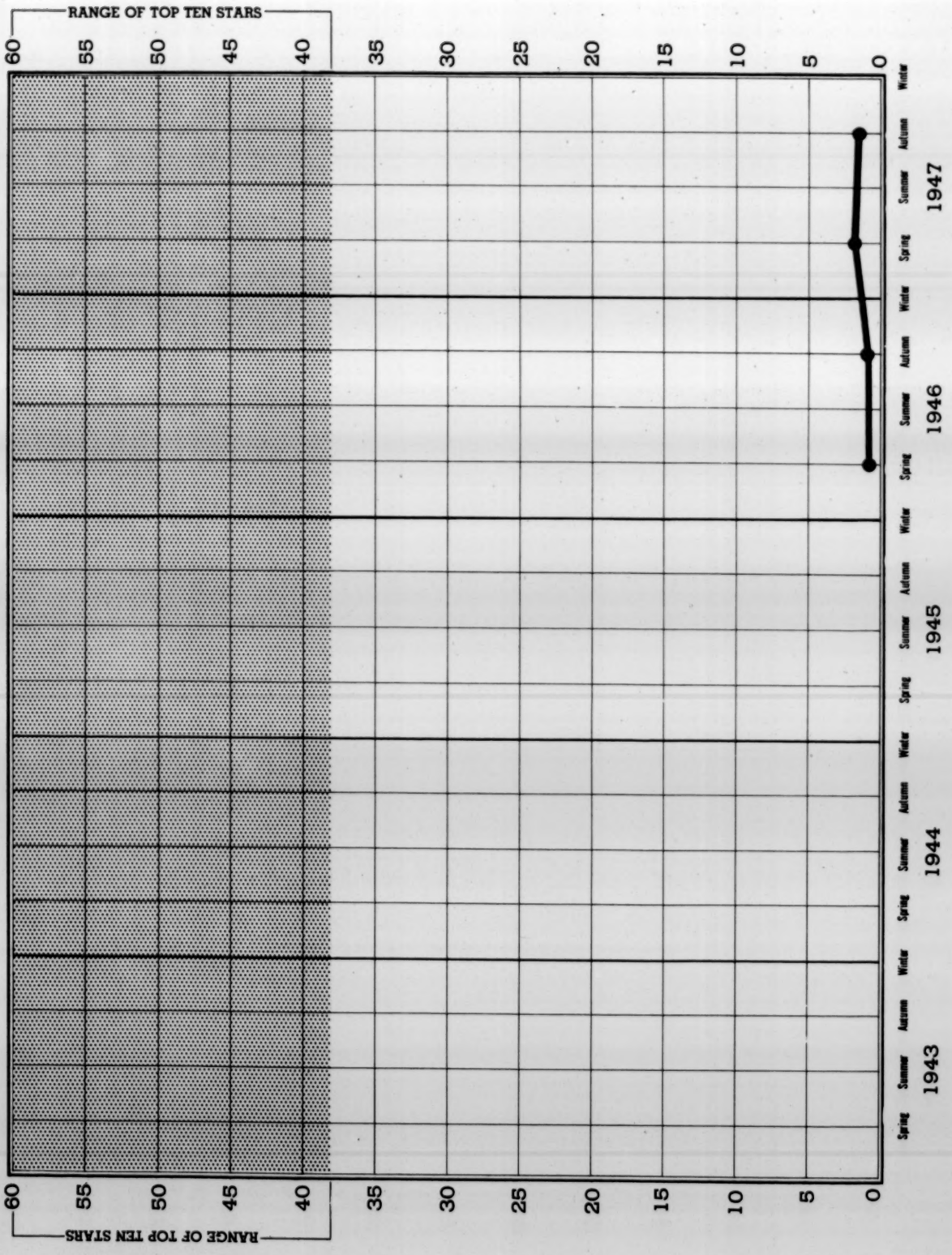
Ron RANDELL

Michael REDGRAVE



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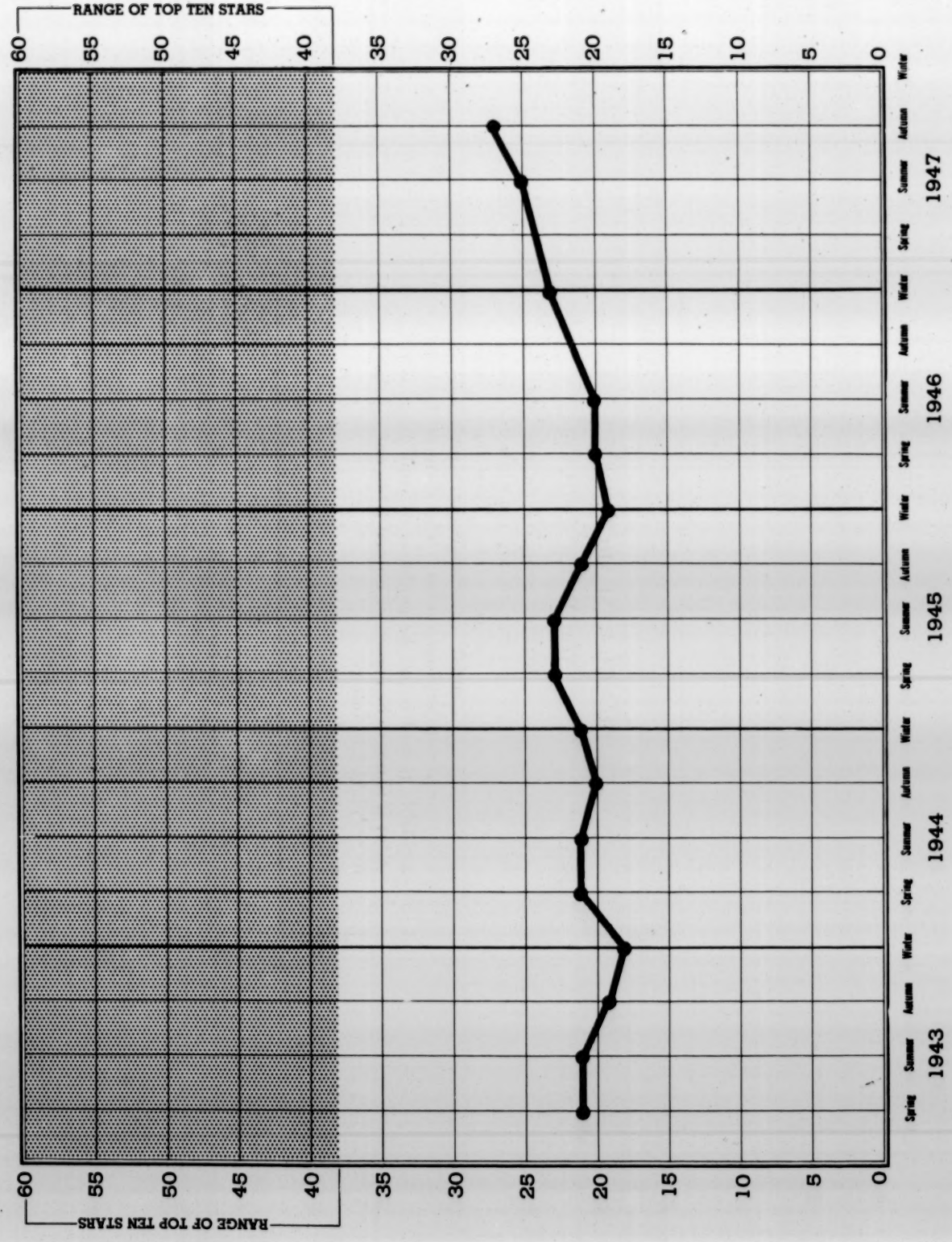

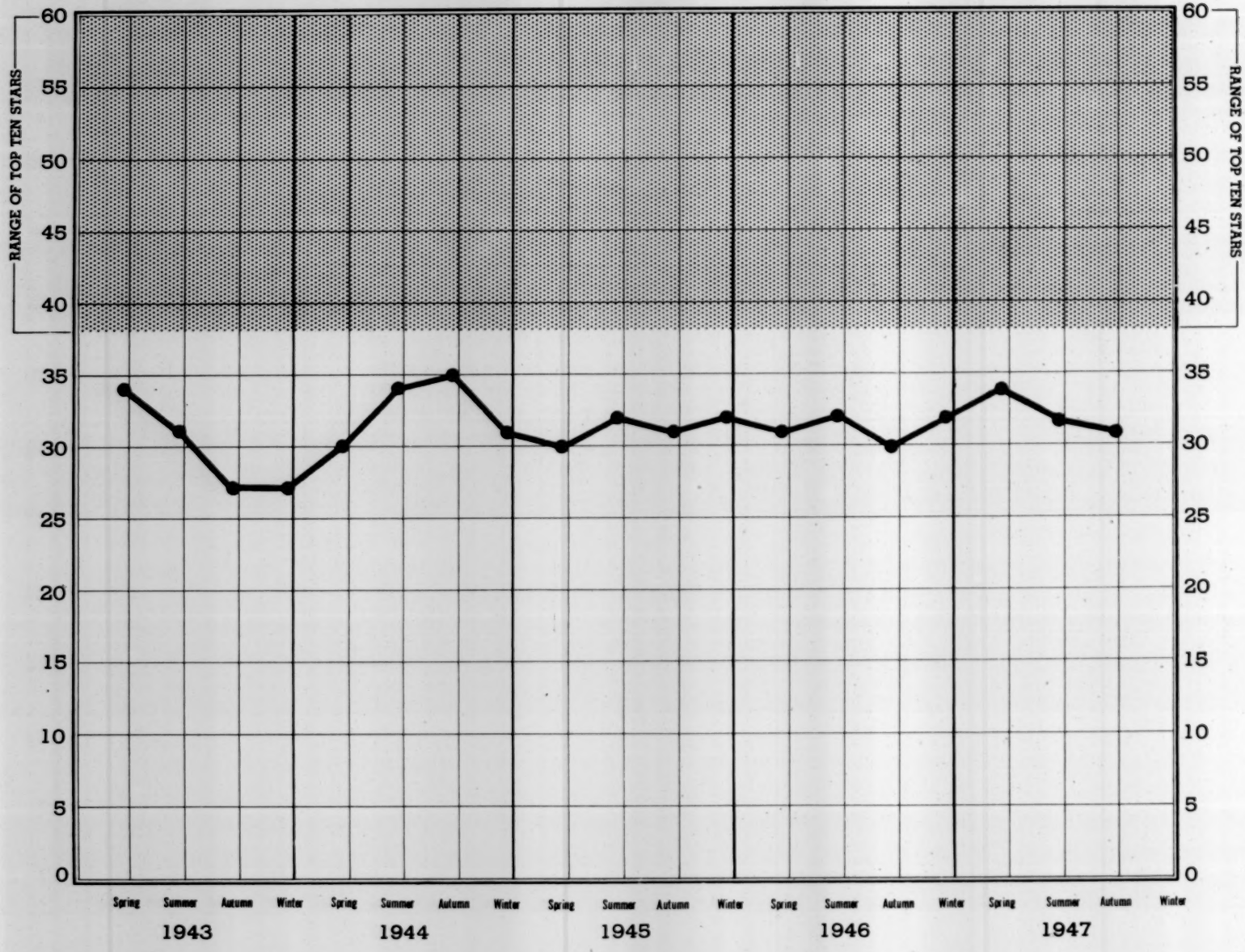

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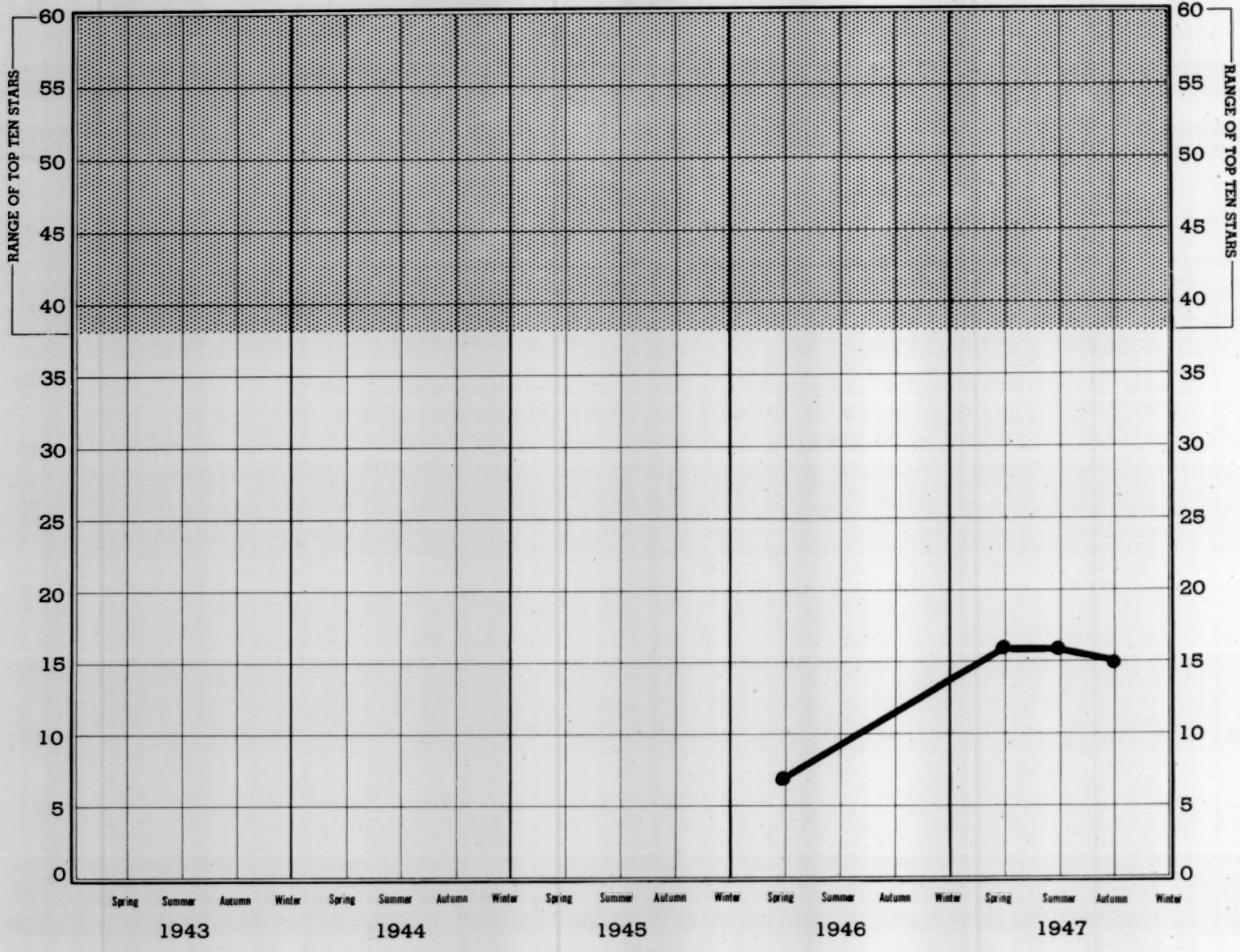
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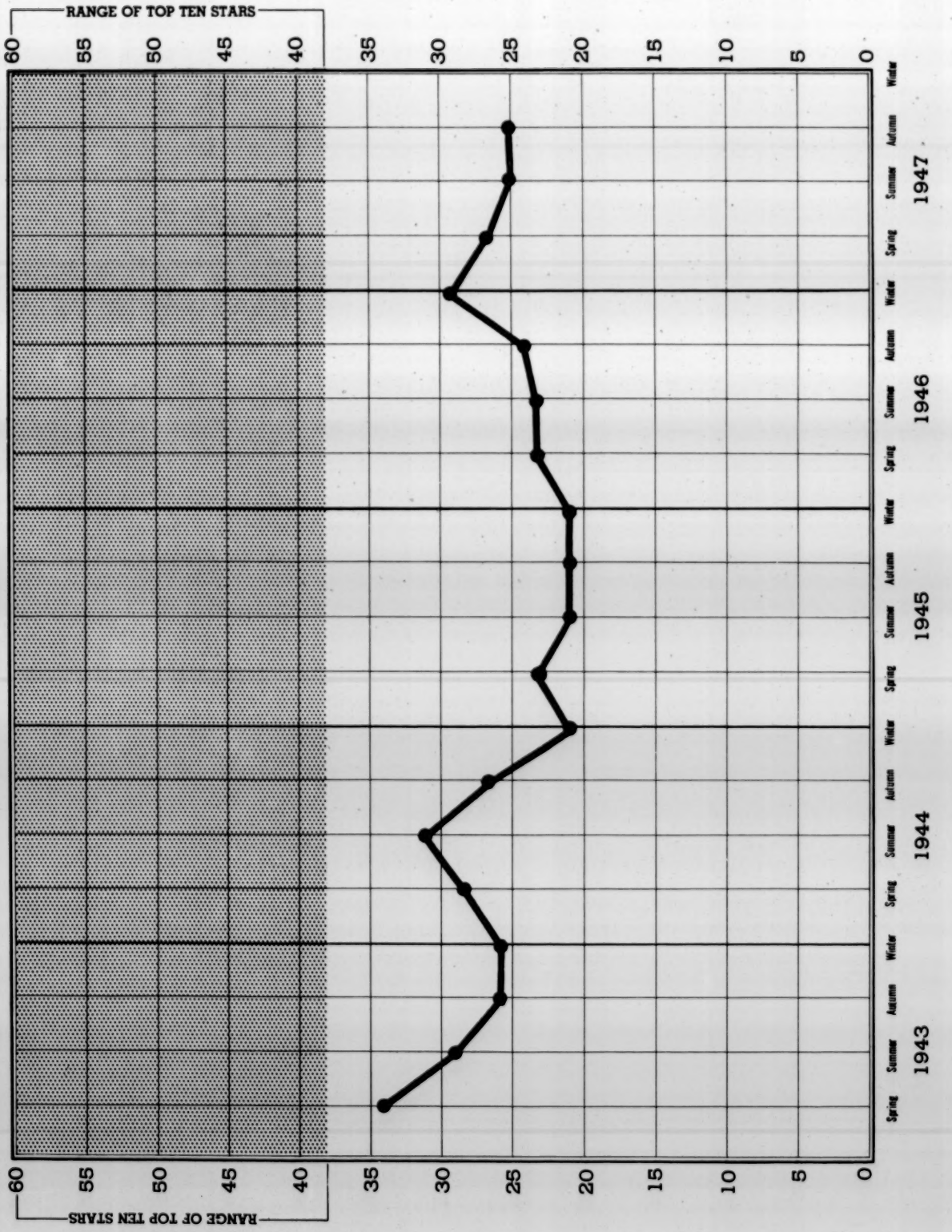
Roy ROGERS

Rosalind RUSSELL



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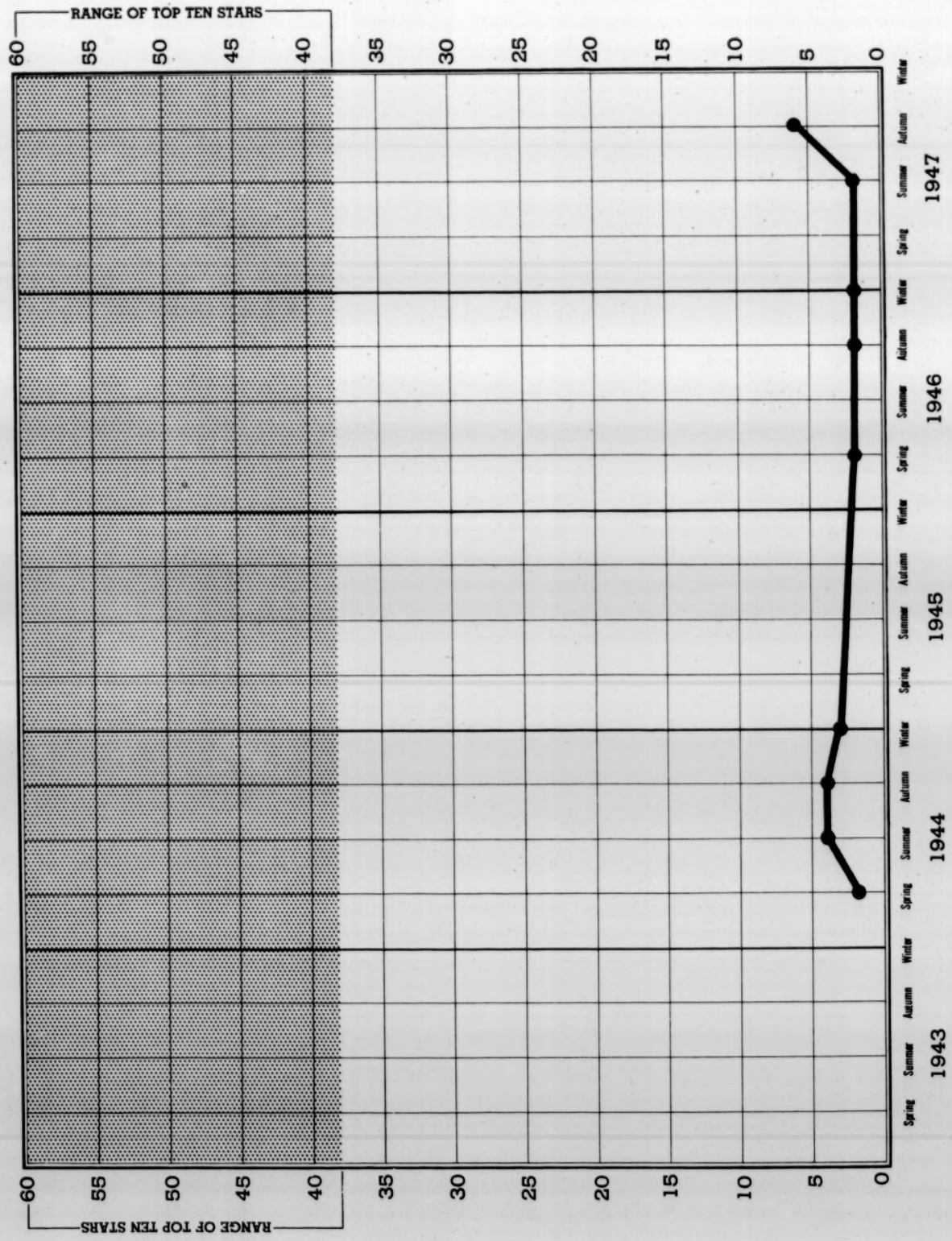
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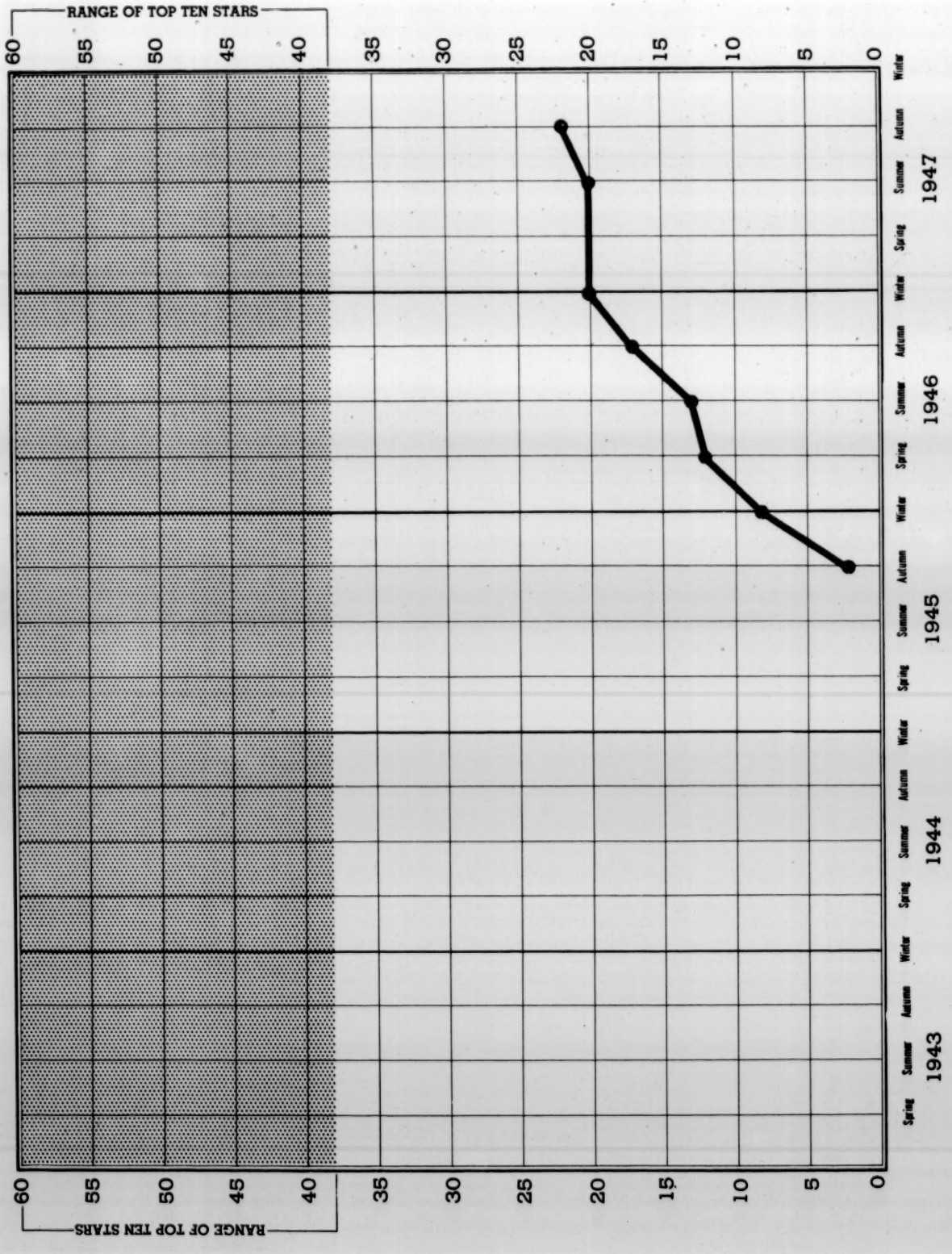
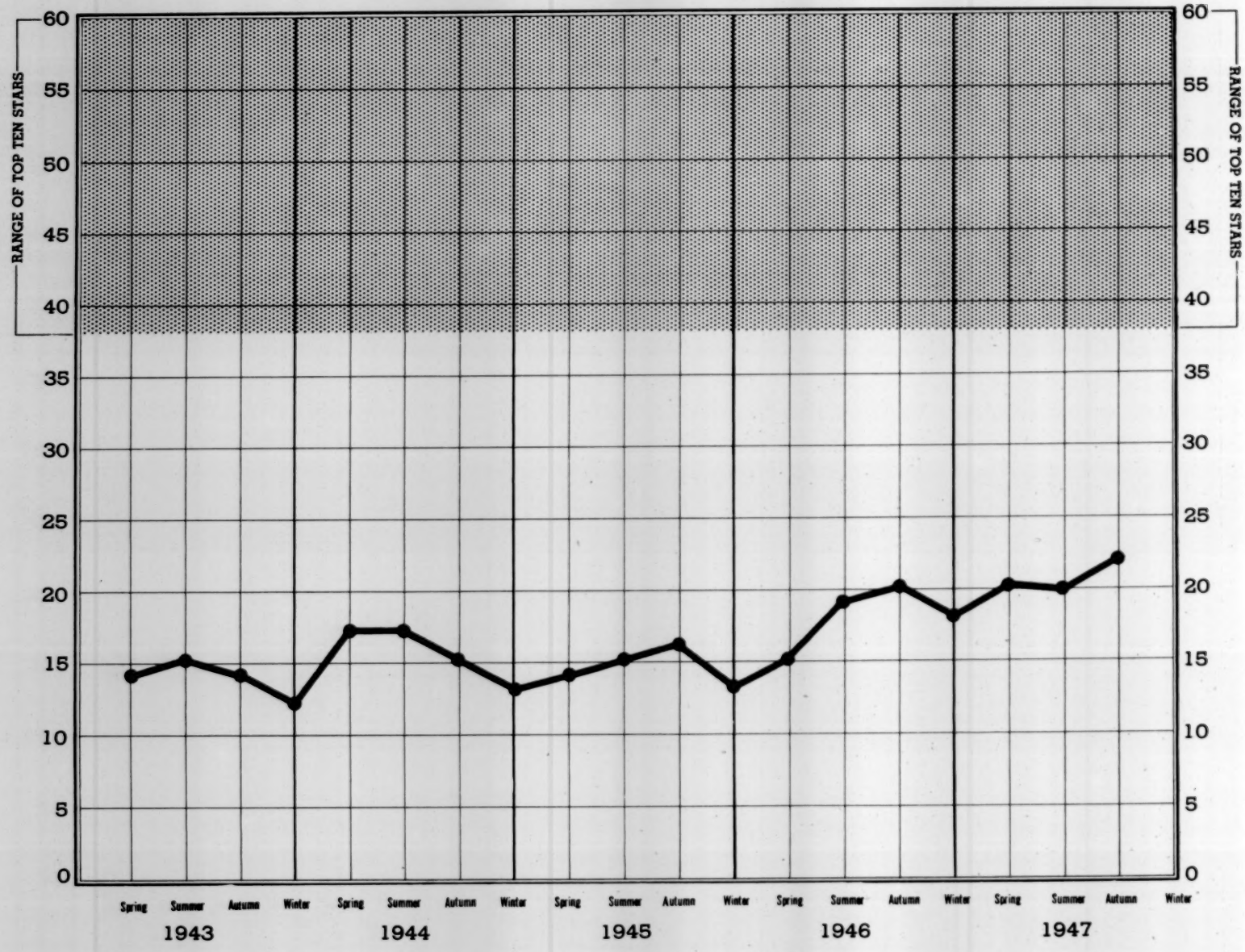
Lizabeth SCOTT





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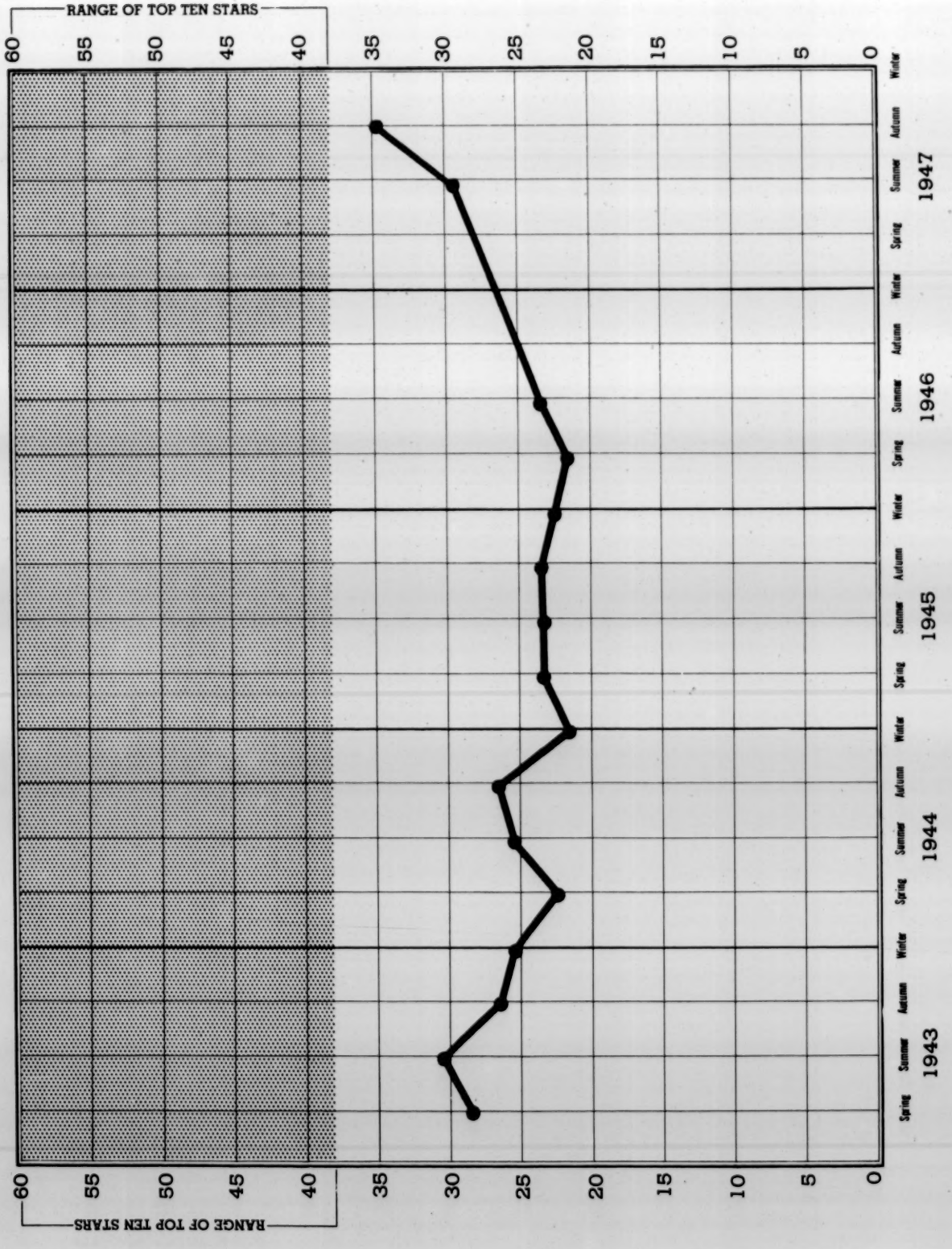
Ann SHERIDAN



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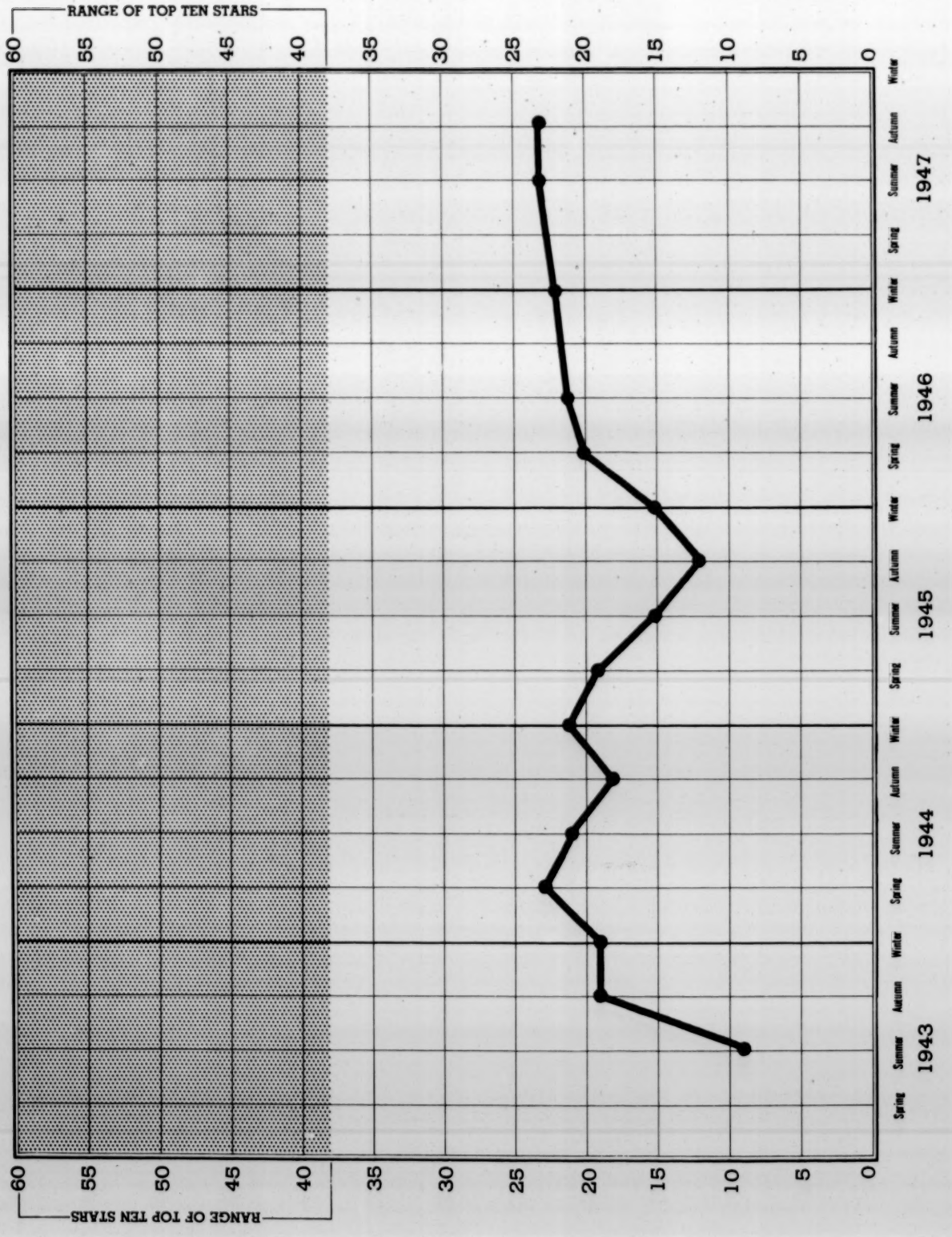

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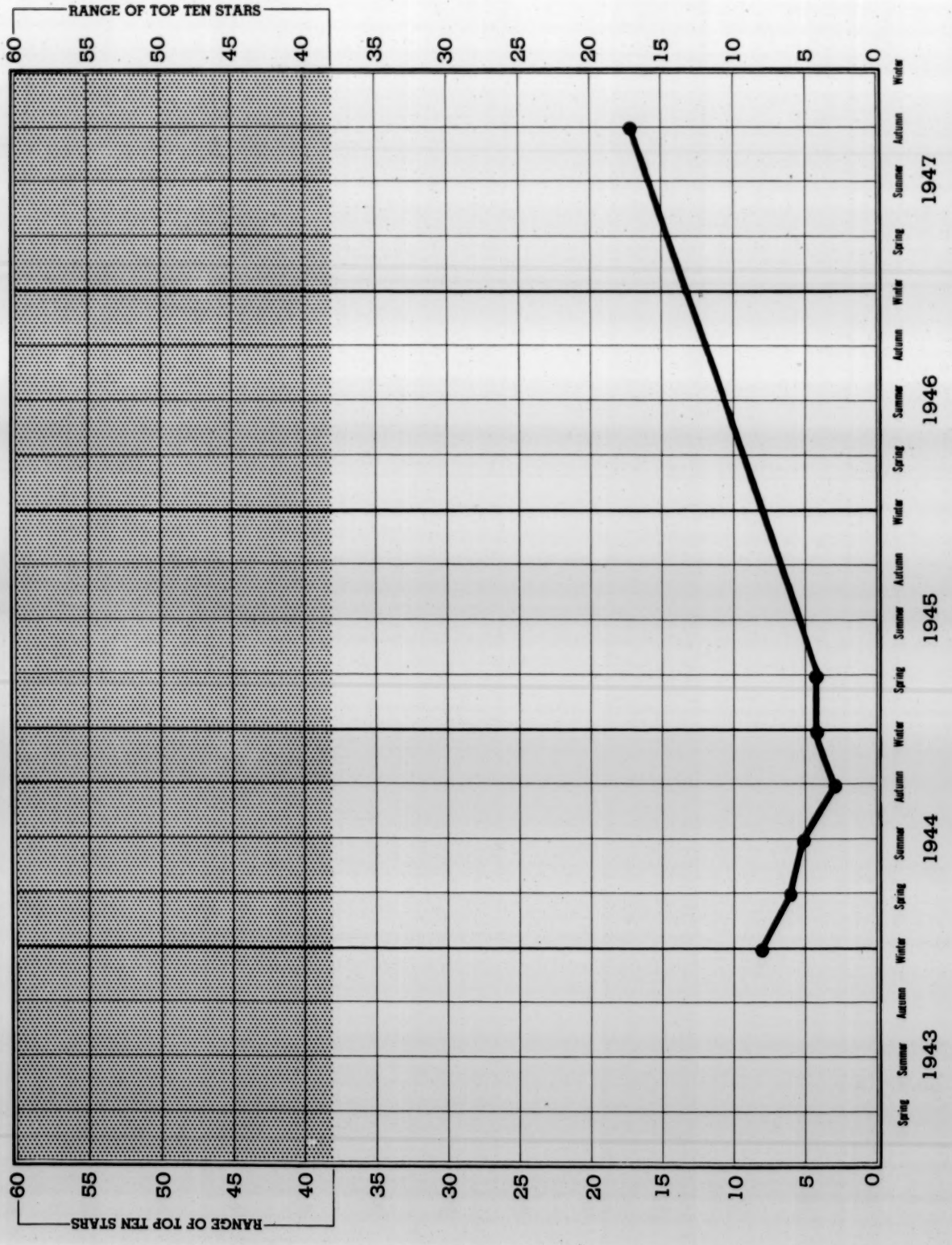

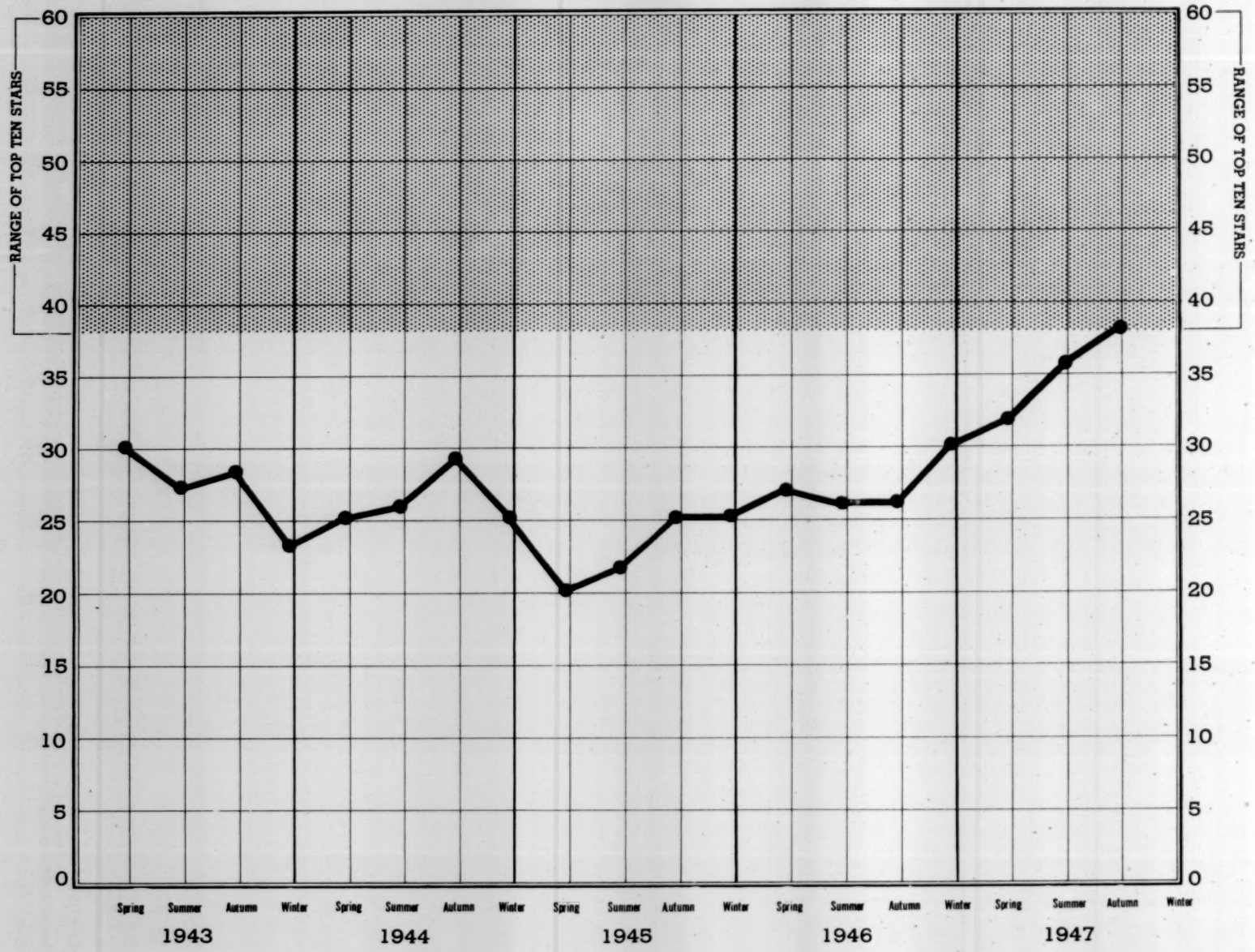

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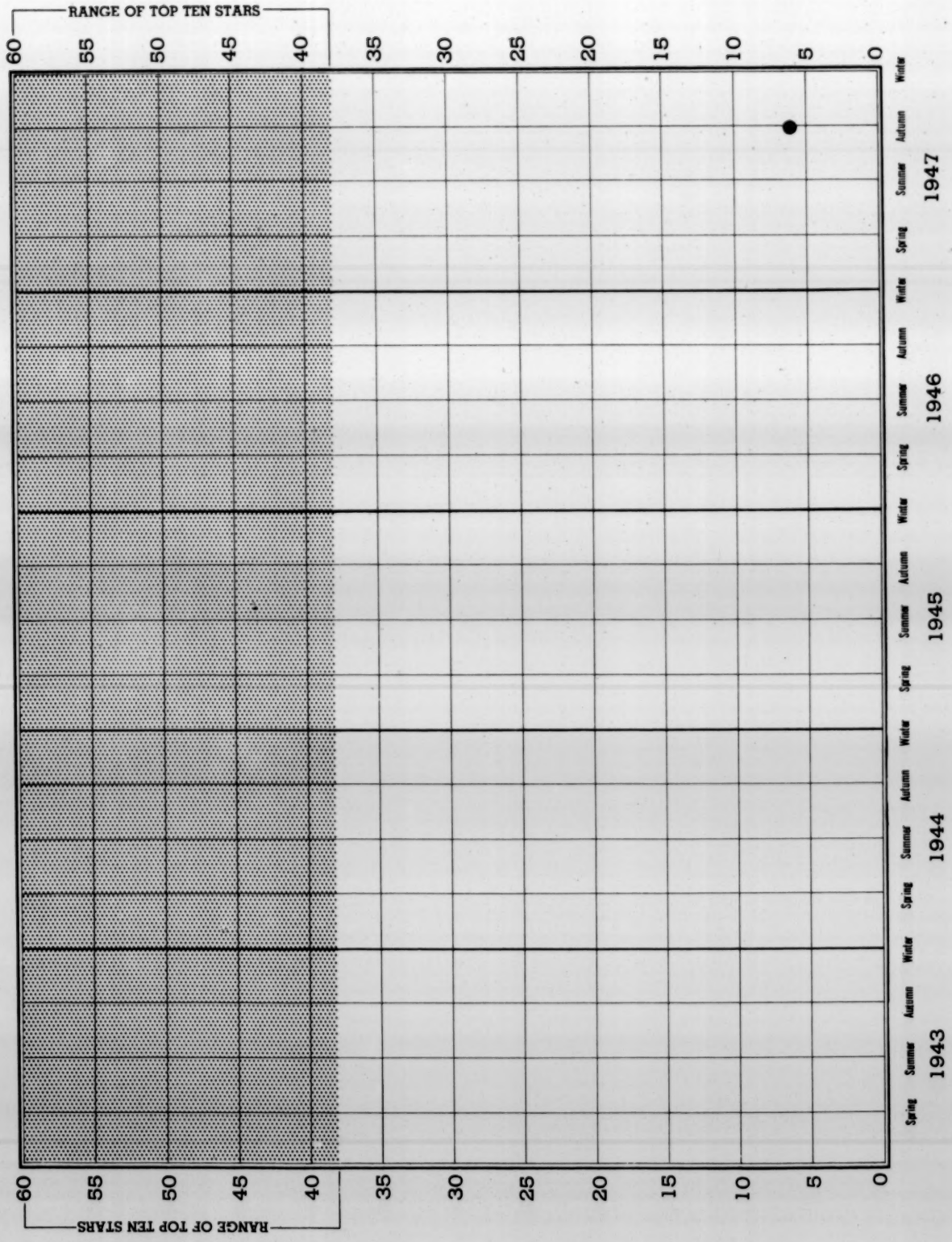
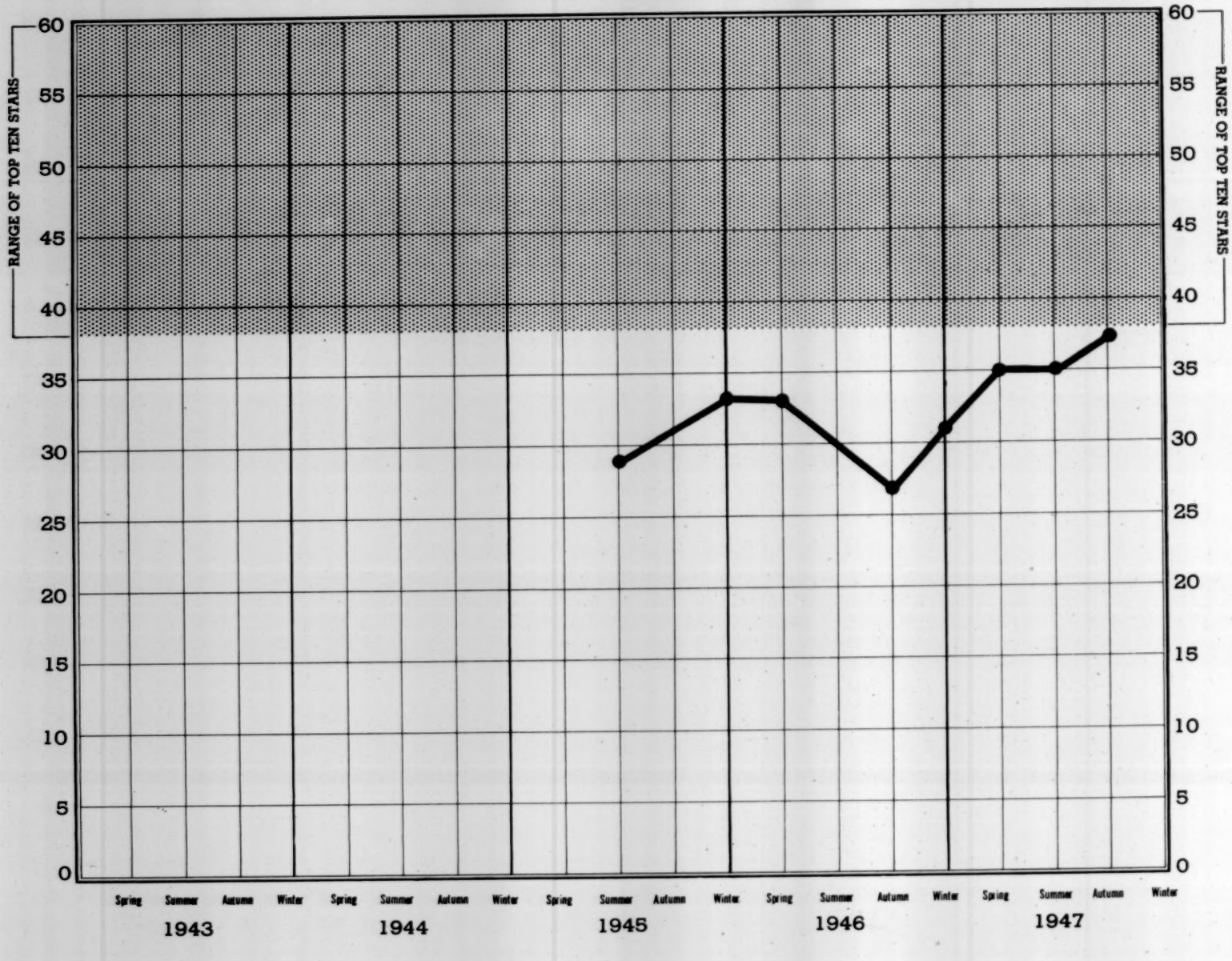
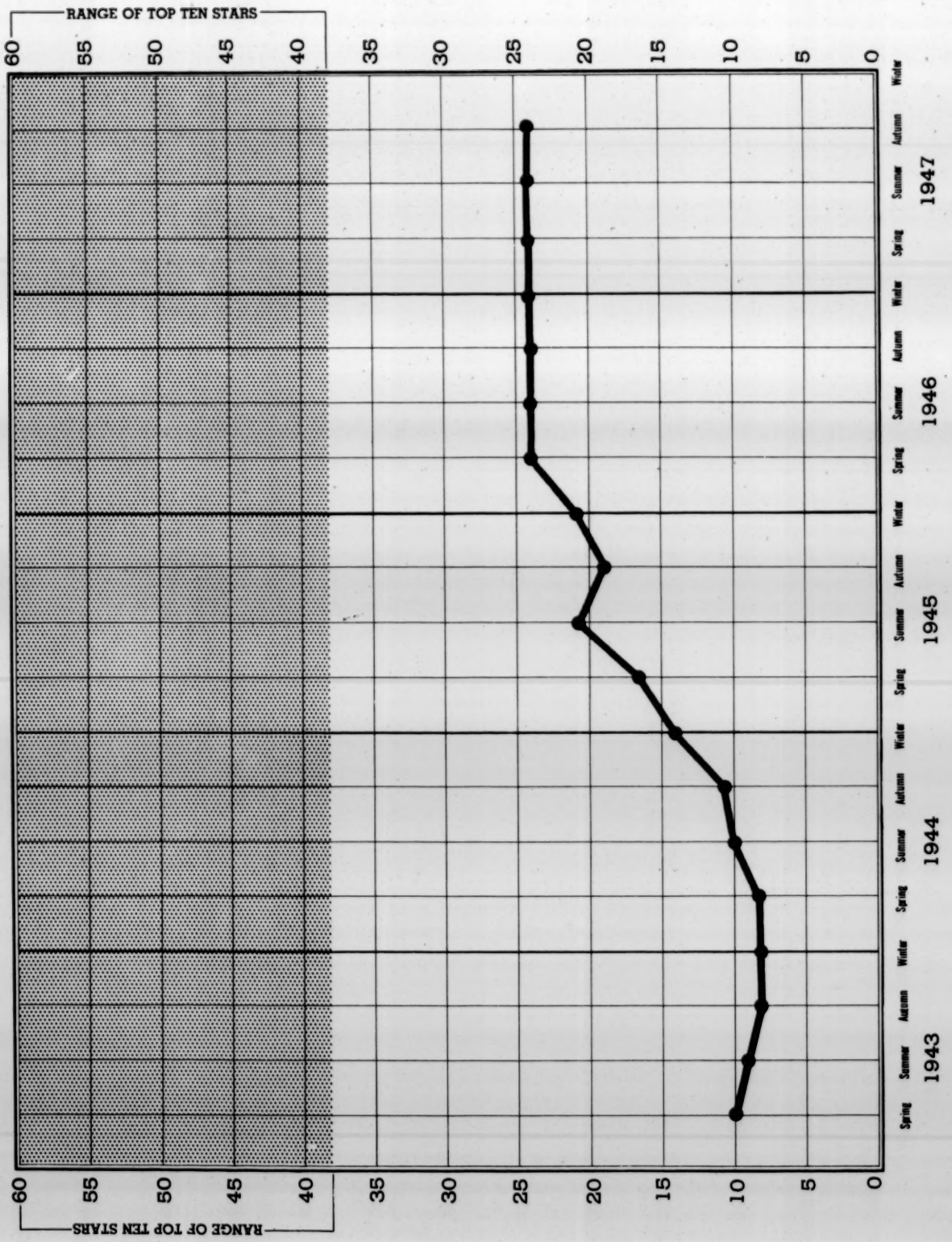
Charles STARRETT

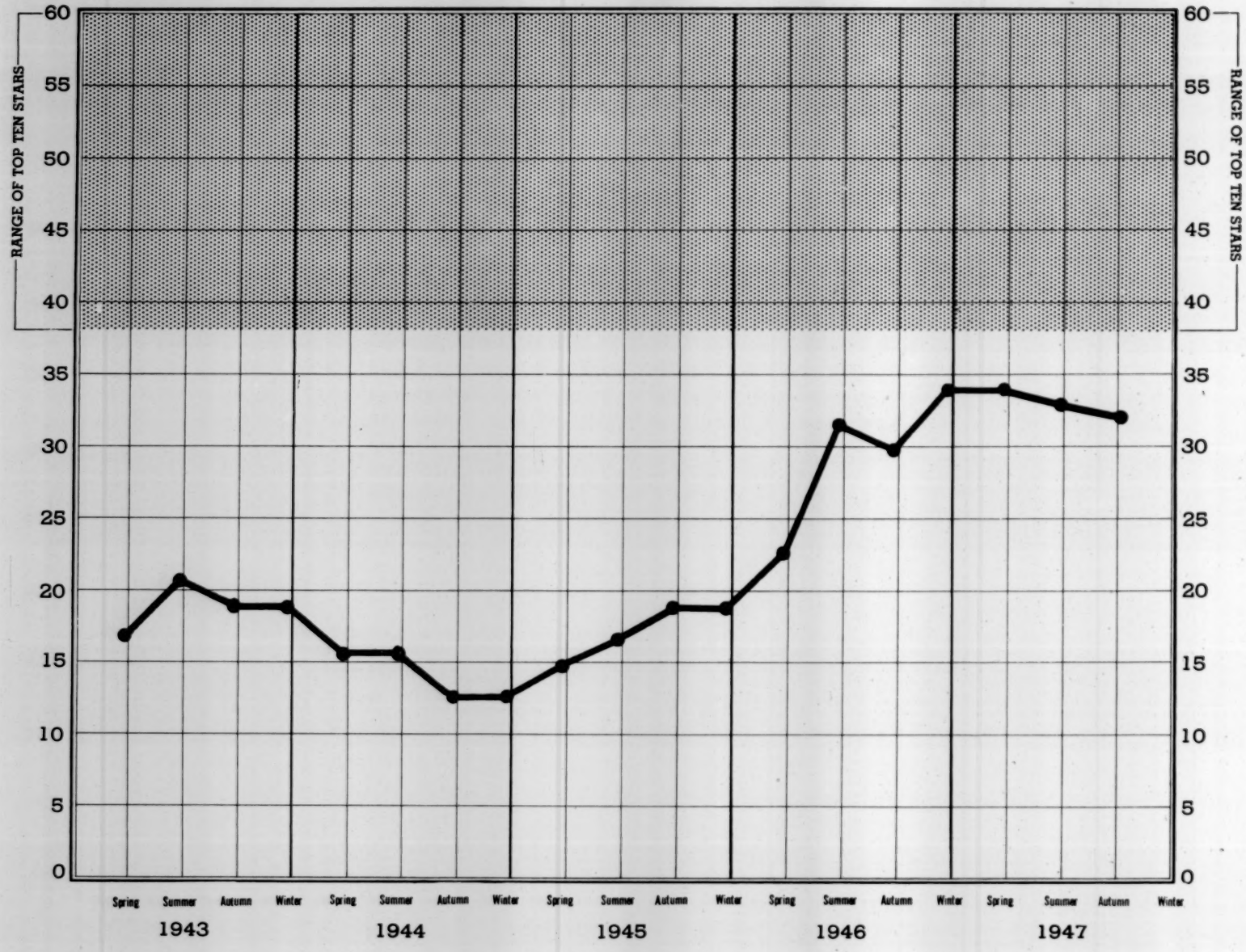




James STEWART

Shirley TEMPLE

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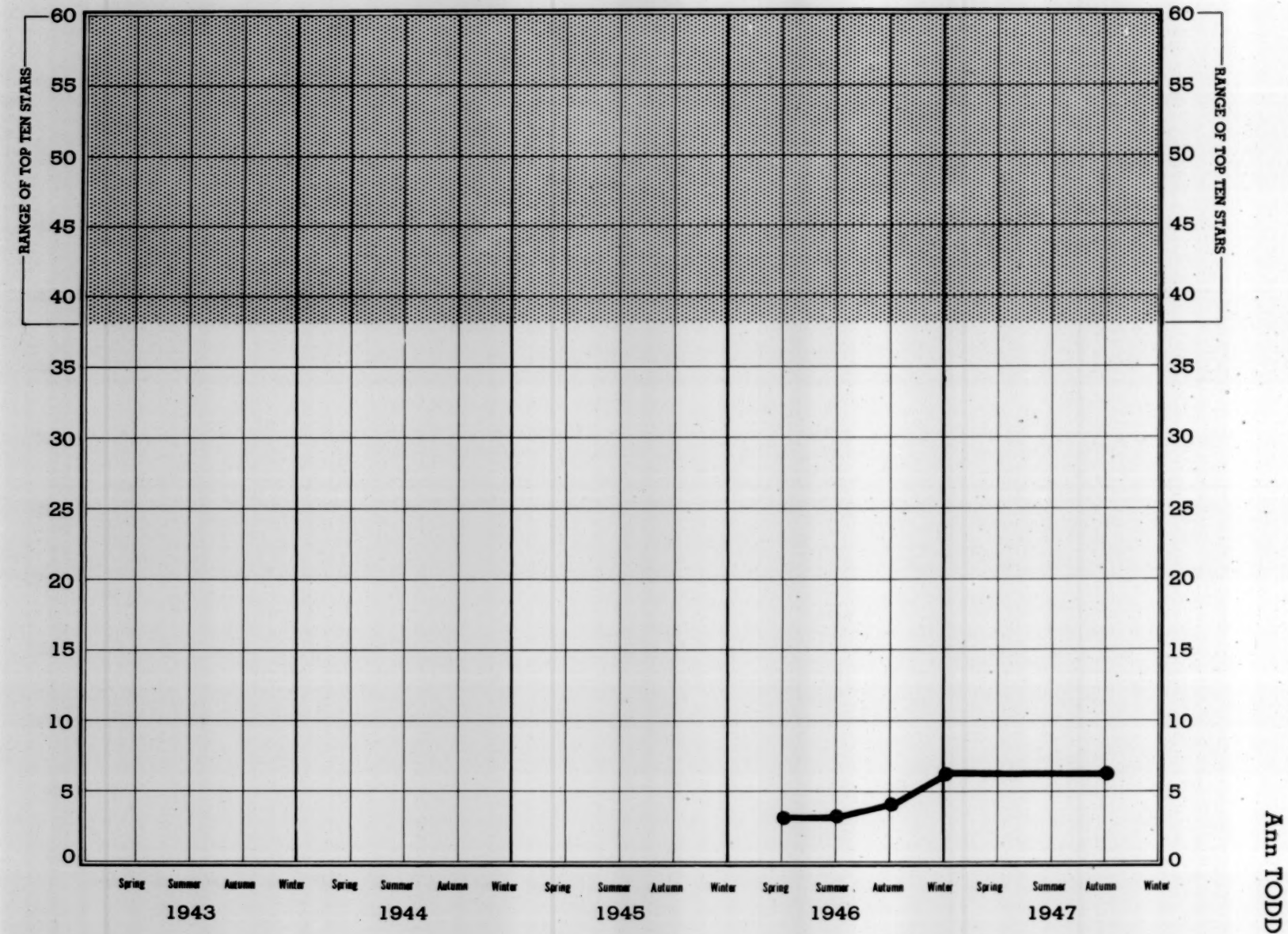
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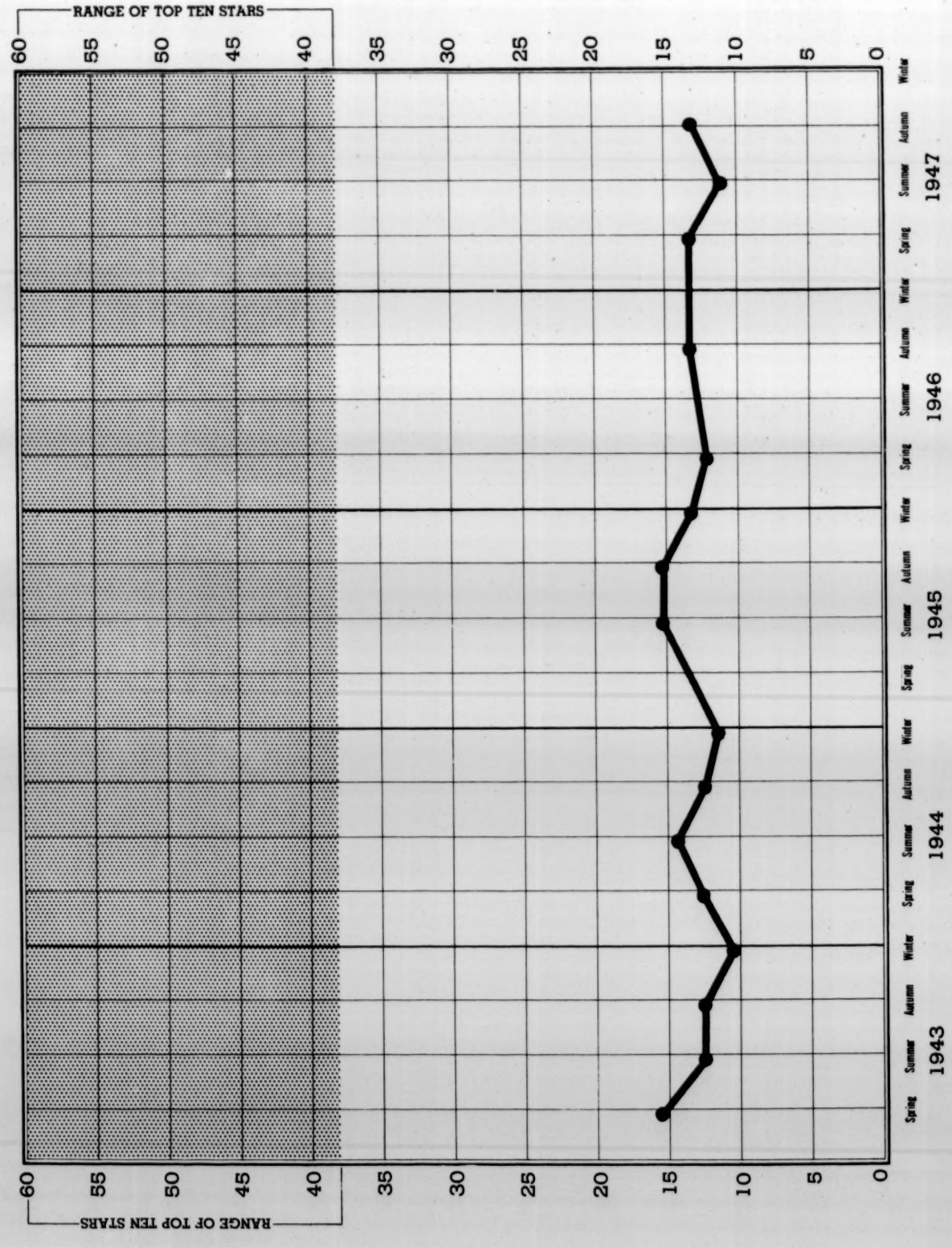
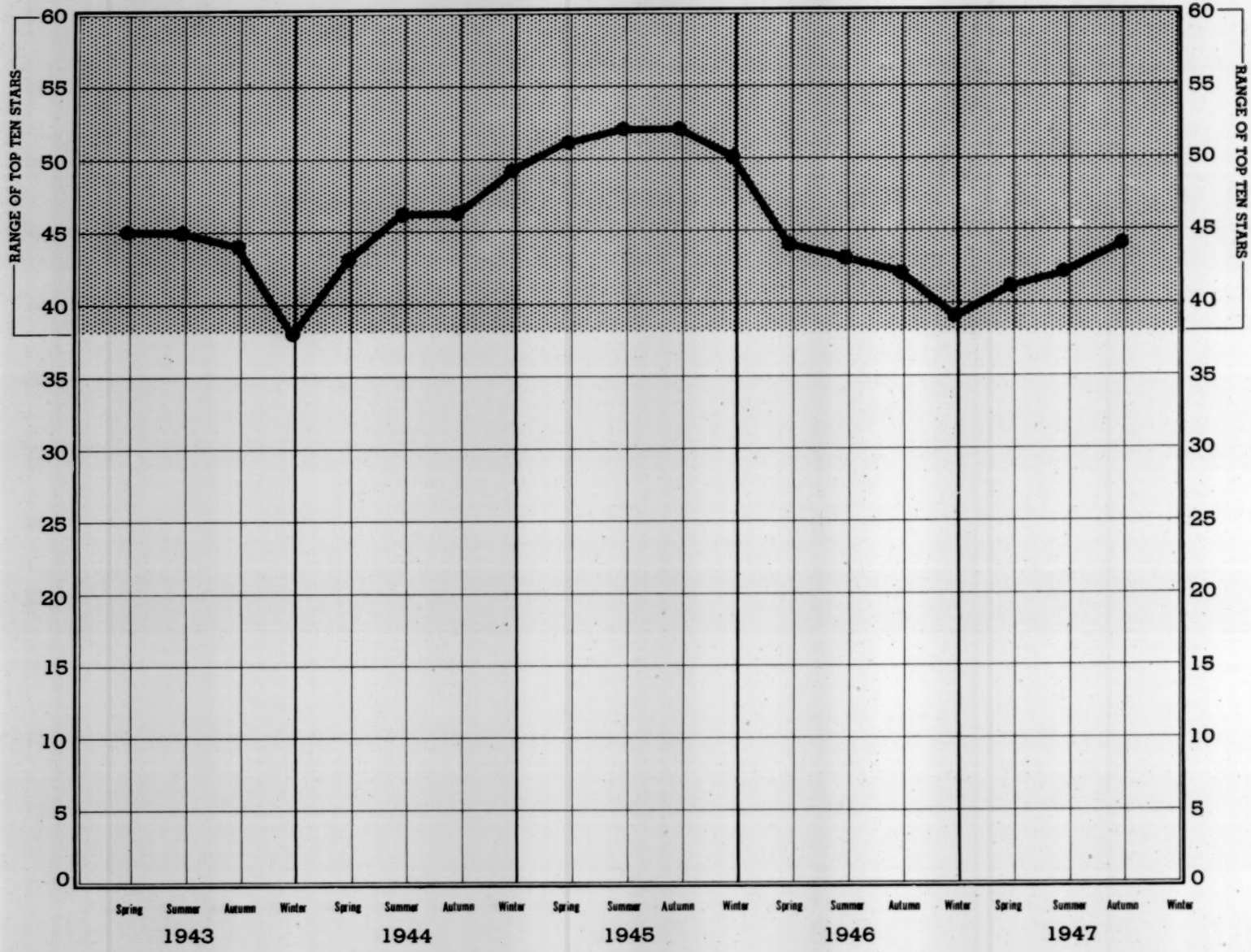
Ann TODD

Franchot TONE





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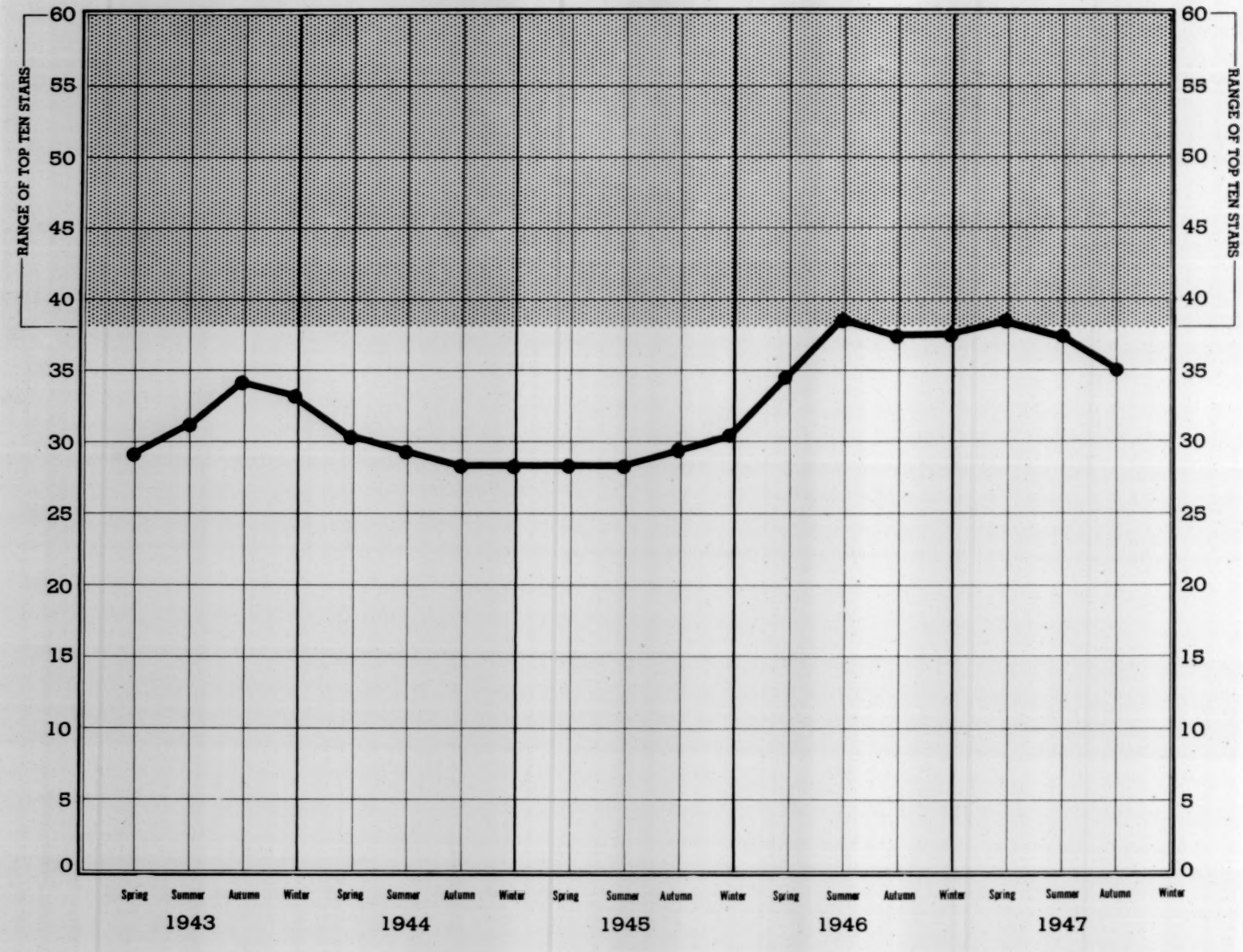
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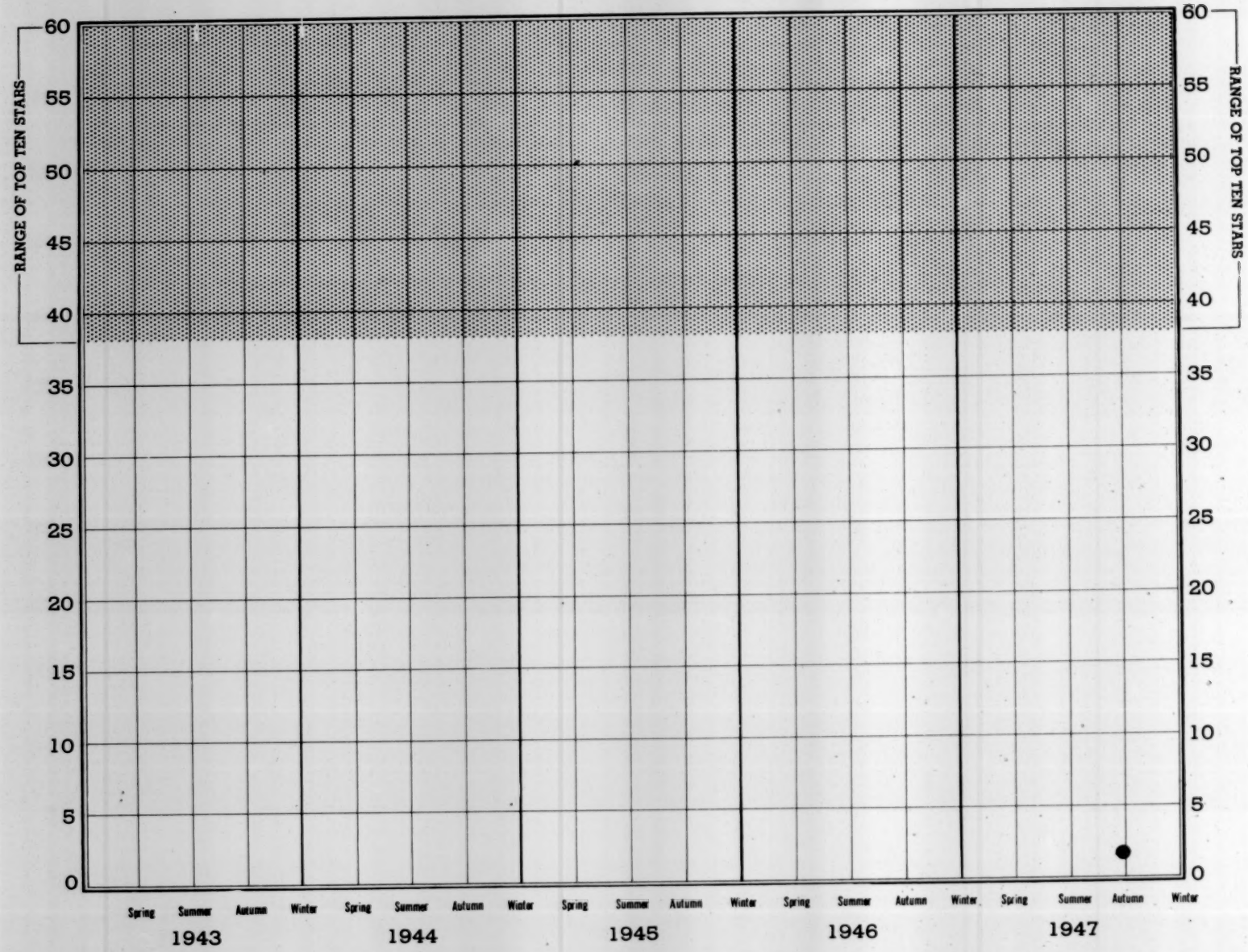
Lana TURNER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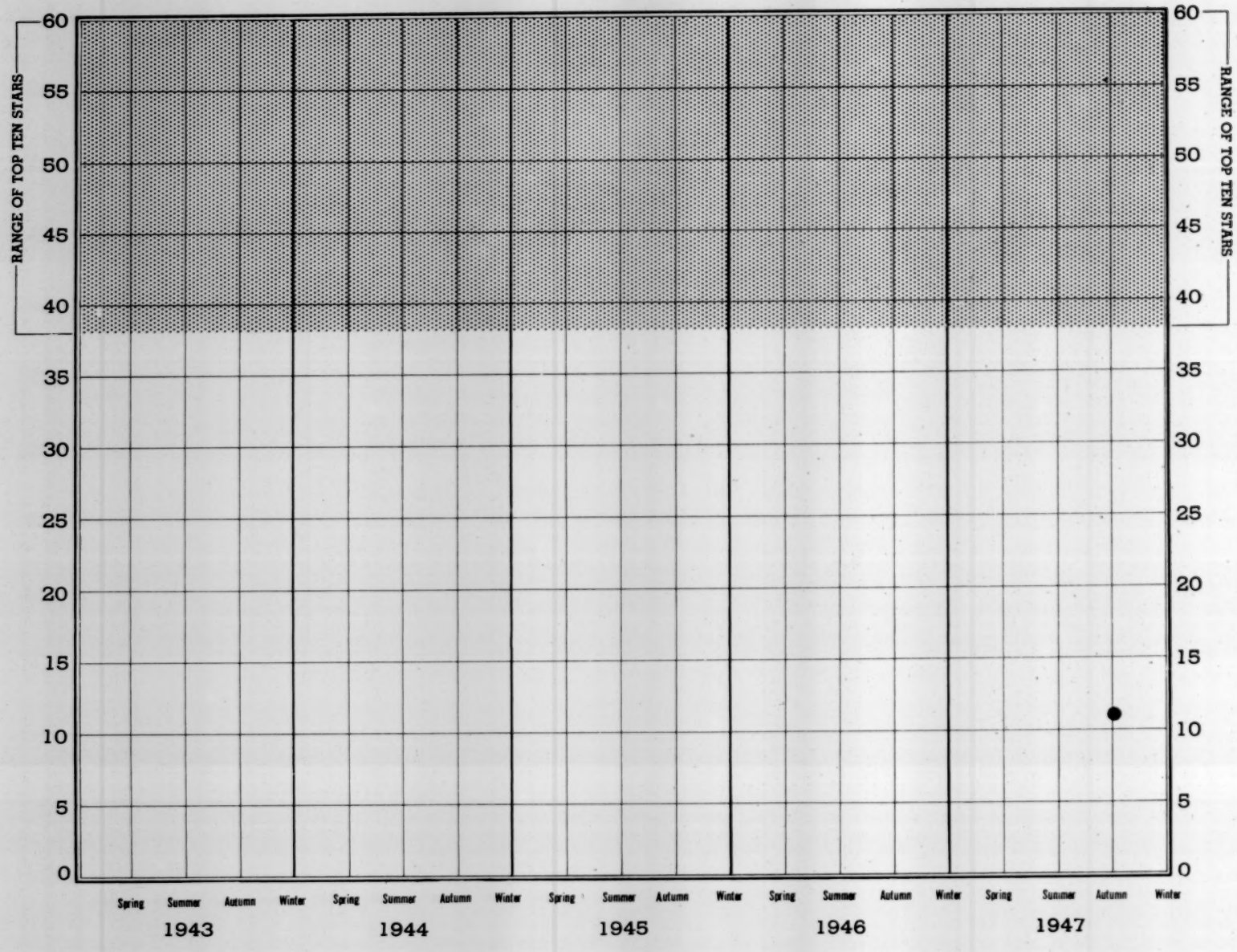
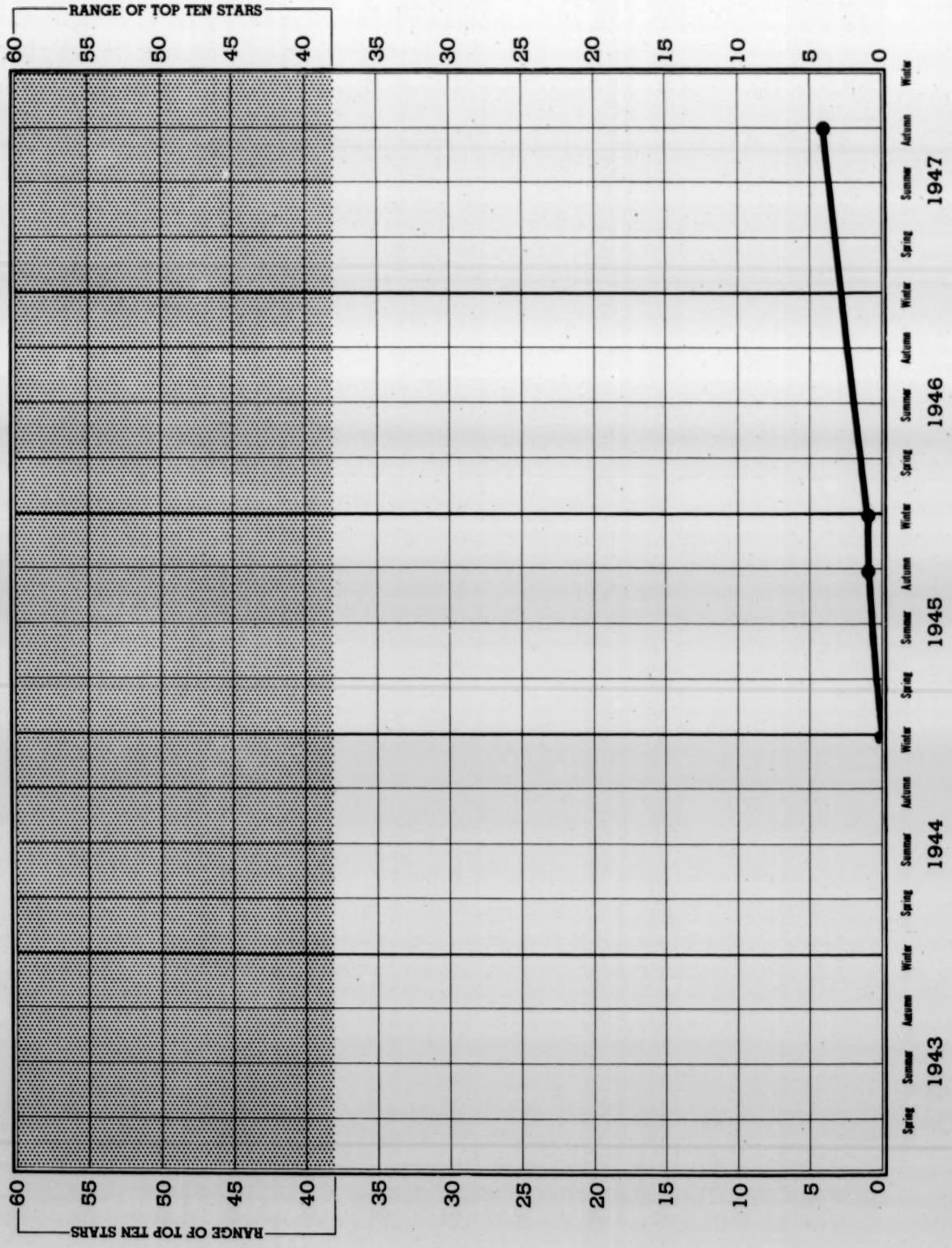
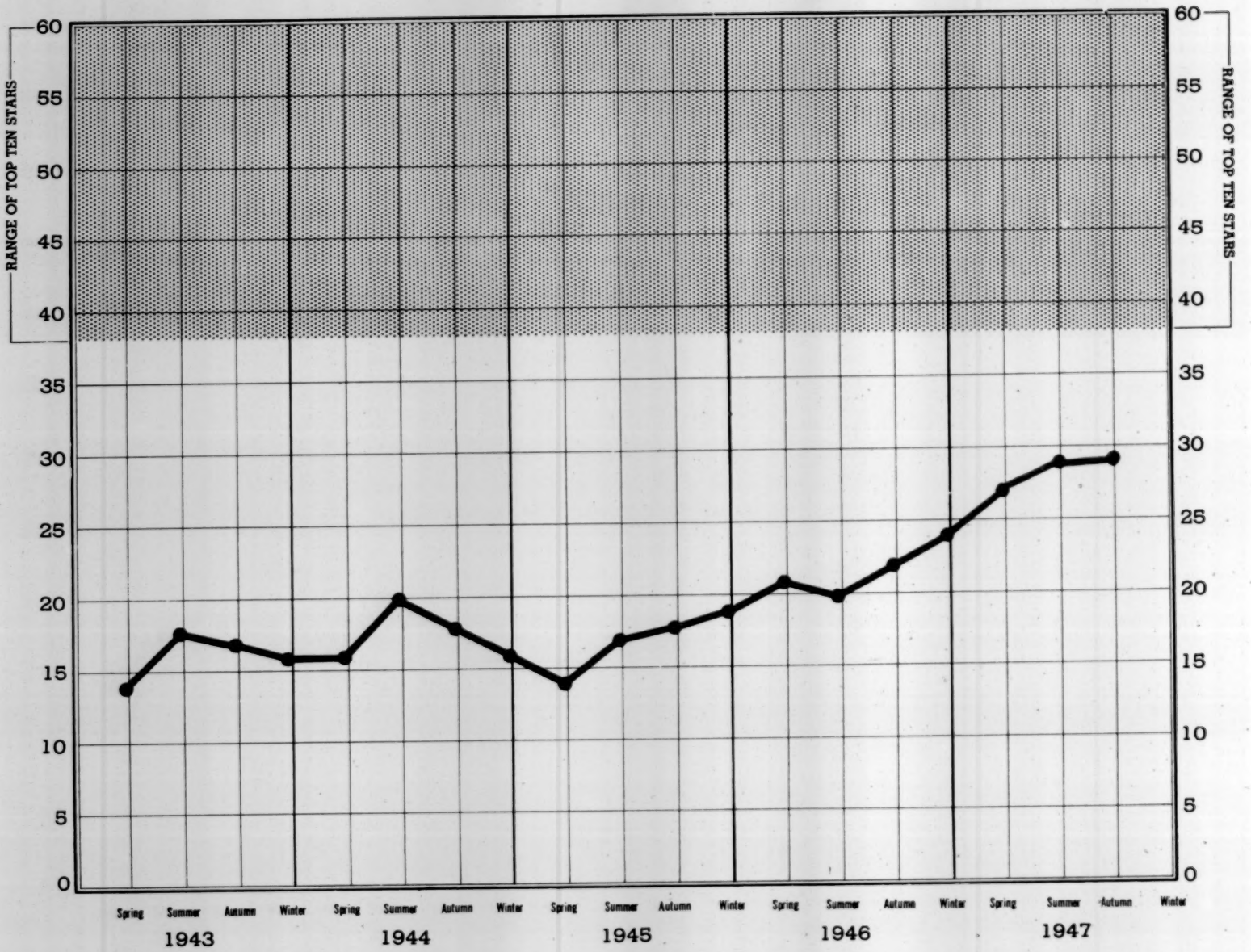


Fred WARING & PENNSYLVANIANS

Ruth WARRICK

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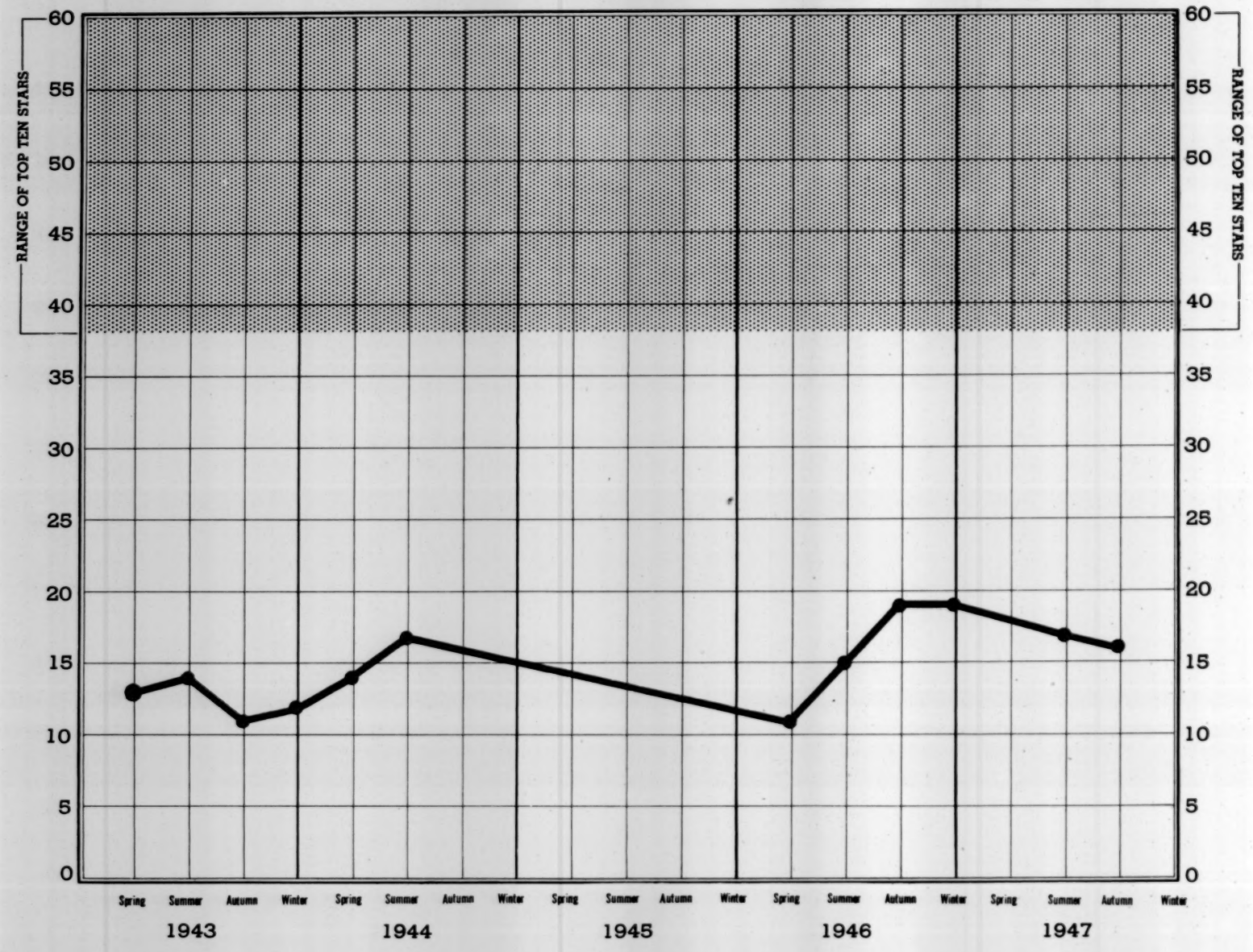
John WAYNE



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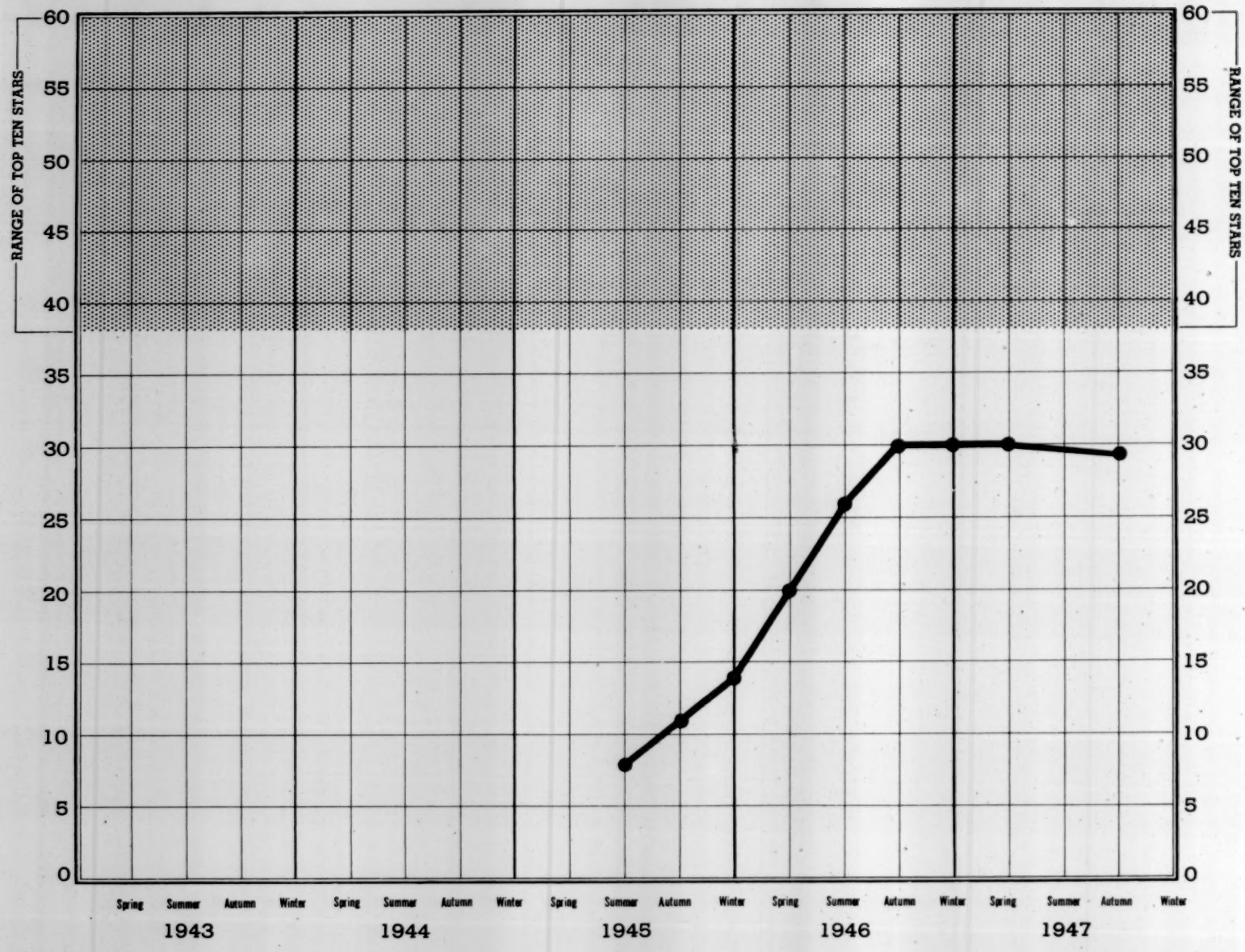

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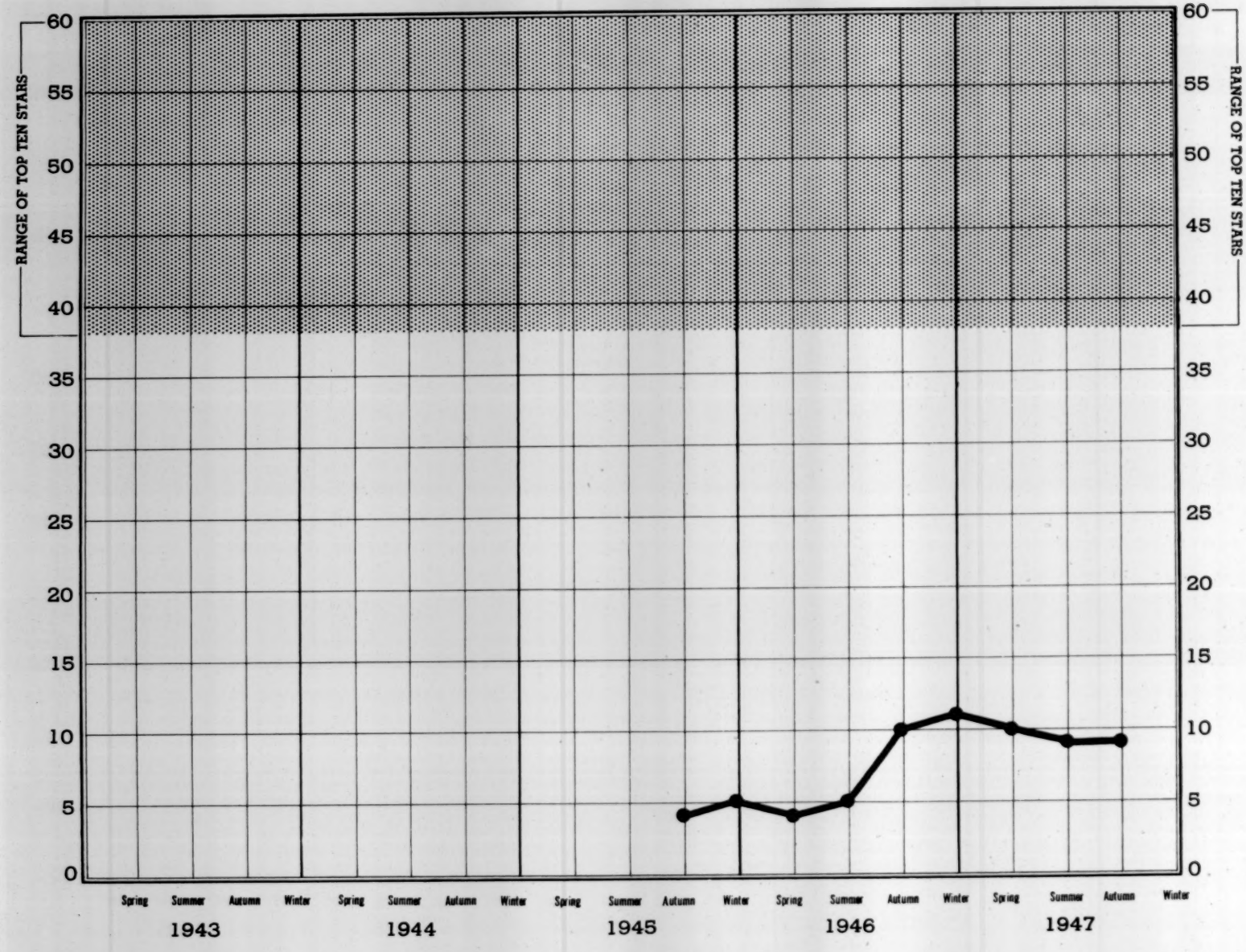
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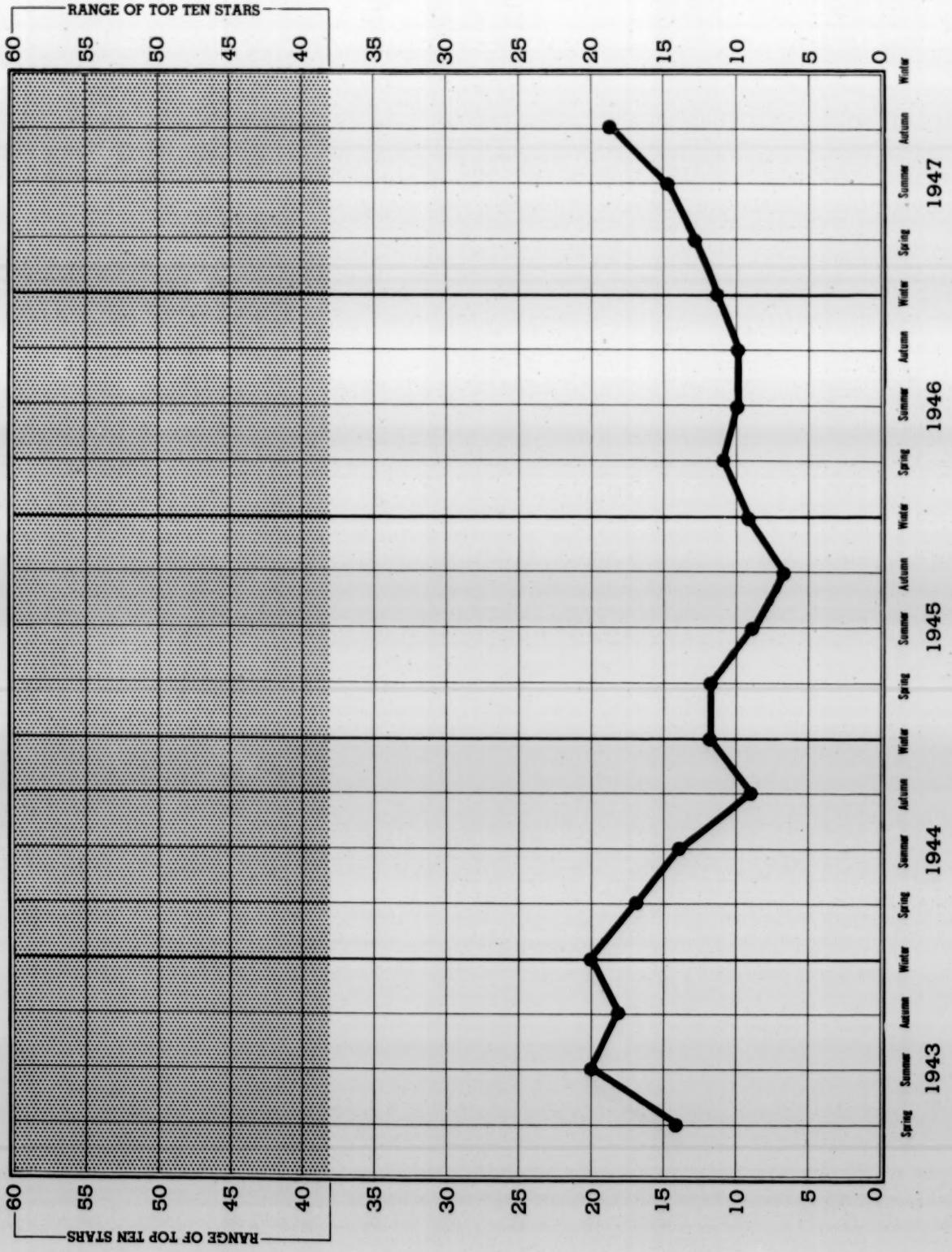
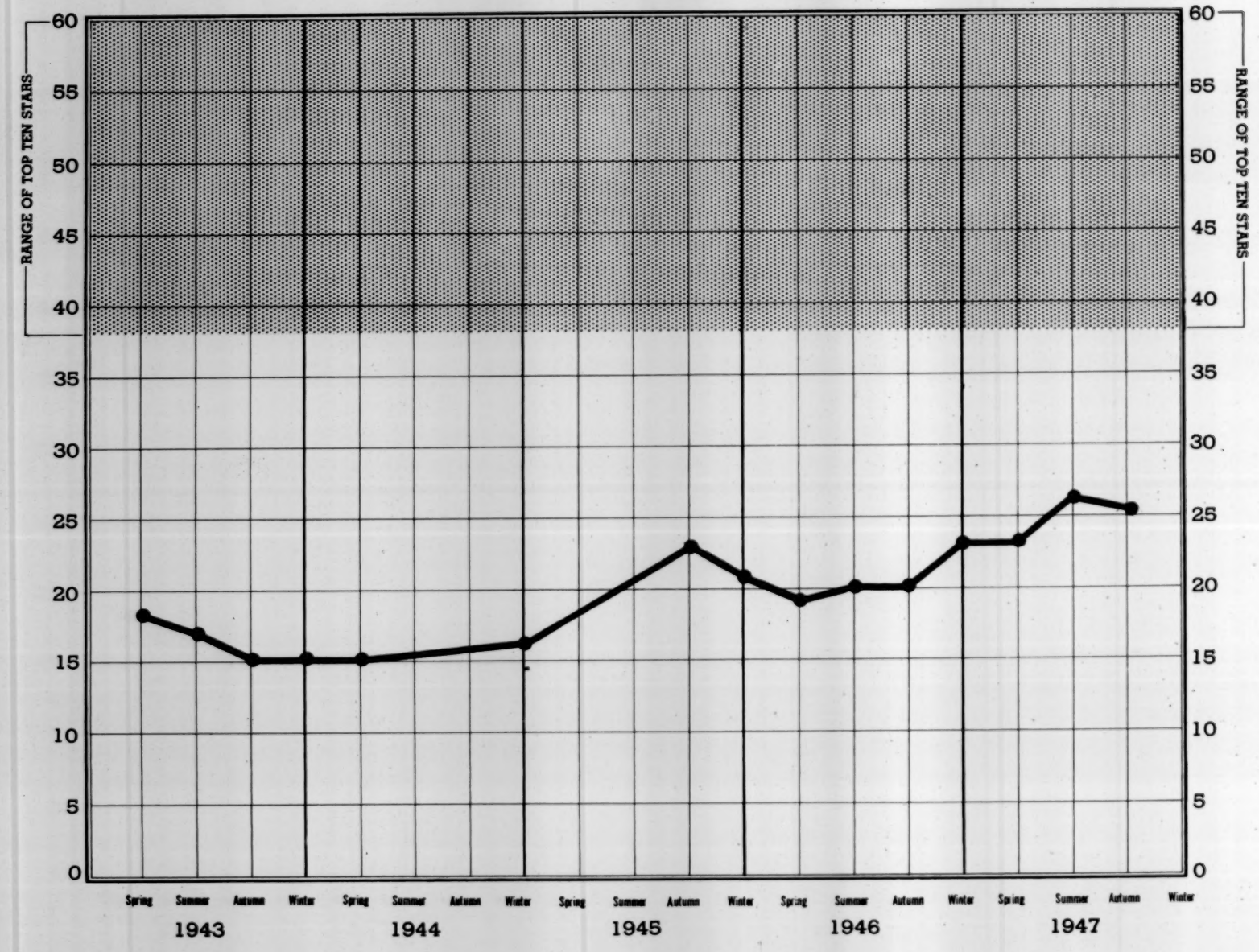
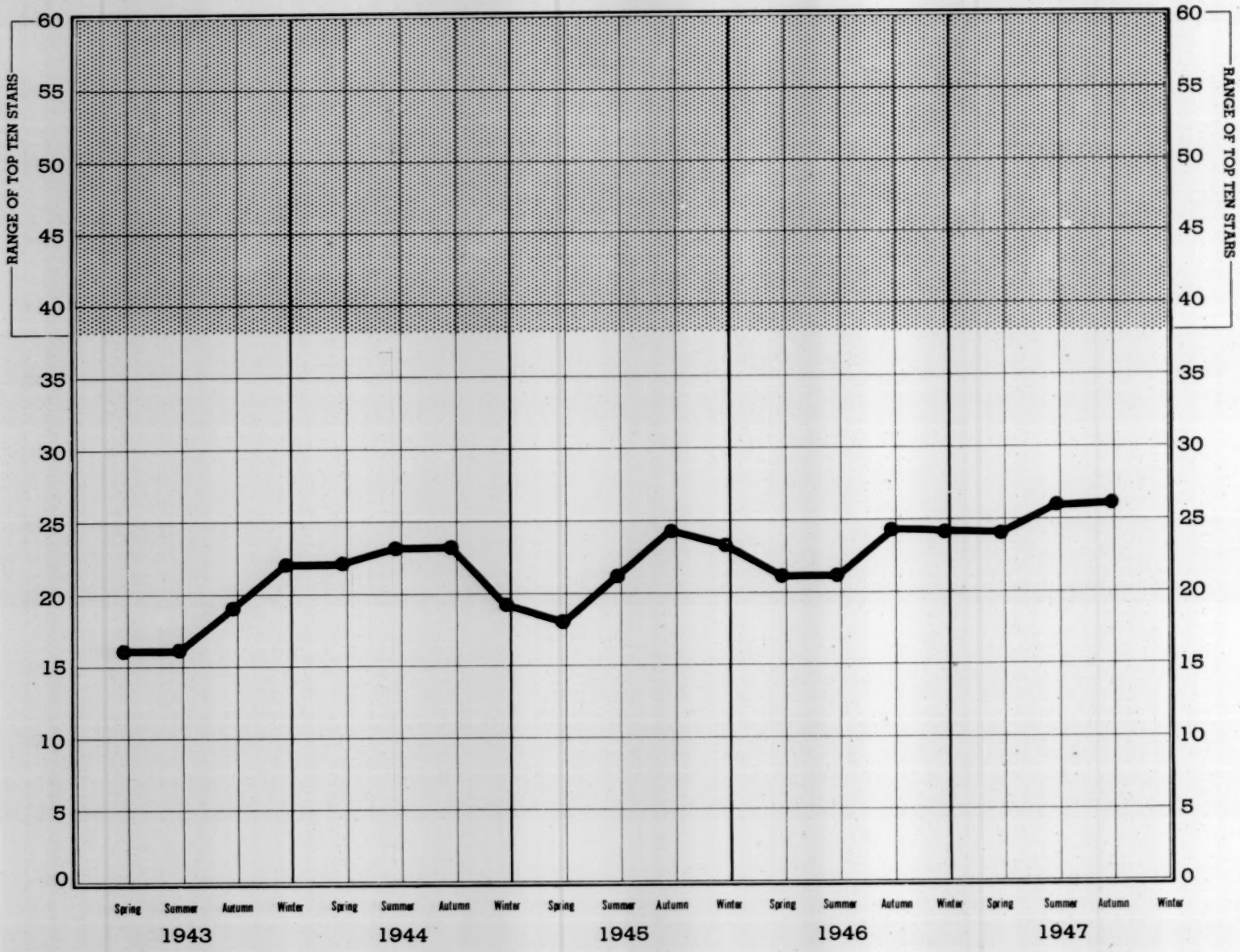
Bill WILLIAMS

Teresa WRIGHT





Loretta YOUNG



Robert YOUNG

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